



28th Annual Celebrations
June 6, 2026
11:00 a.m. – 6:00 p.m.
Concession Street
Hamilton, Ontario

CONCESSION BIA

STREET FESTIVAL

28th Annual Celebration

SPONSORSHIP / PARTNERSHIP PROPOSAL

Prepared by:

Doris Sanchez
Event Coordinator
289-933-8899

info@concessionstreet.ca

CONCESSION STREETFEST is a project of CONCESSION STREET B.I.A.
534 Concession Street, Hamilton, ON L8V 1A6 Tel: 289-933-8899
www.concessionstreet.ca on FACEBOOK/Twitter/Instagram: @ConcessionBIA



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Organization Mission

The Concession Street Business Improvement Area (BIA) works to strengthen community connections and support local economic development along Concession Street. We believe a thriving business district depends on an engaged and inclusive neighborhood. The annual Concession Street Festival is a key initiative that brings this mission to life.

Festival Purpose and Vision

Now in its 28th year, the Concession Street Festival is a free, family-oriented community event and the largest street celebration on the Hamilton Mountain. The festival promotes Concession Street as a welcoming, vibrant destination while supporting local businesses and attracting visitors to the historic Mountain Brow area.

The festival aims to:

- Provide free, accessible entertainment and activities for all ages
- Introduce new audiences to the Concession Street BIA and its businesses
- Encourage tourism and local economic activity
- Foster community pride and social connection

Community Impact and Values

The festival spans six blocks with a full road closure, creating a safe, walkable environment for families and visitors. Programming includes three stages of continuous entertainment, roaming performers, and free children's activities made possible through community and corporate sponsorship.

The festival reflects the BIA's commitment to:

- Accessibility and Inclusion through free programming
- Community Engagement by bringing residents, businesses, and visitors together
- Cultural Enrichment through diverse performances and arts programming

Sustainability

Grant funding helps ensure the Concession Street Festival remains free, inclusive, and sustainable. Continued support allows the BIA to deliver high-quality programming, maintain safety standards, and preserve this long-standing community celebration for future years.

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SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

PLATINUM LEVEL

FESTIVAL PRESENTER – \$30,000

STAGE PRESENTER - \$5,000 CASH or IN-KIND
Sponsor ownership of the Main Stage

GOLD LEVEL

Young Entrepreneur Zone - \$1,500 cash
1 available – dedicated location

Headlining Act - \$1,500 cash or direct booking
2 time-slots available

Rest Station/Cooling Area - \$1,500 cash
or provide a 10x20 tent with your corporate name

Children's & Family Area Presenter - \$1,500 cash
Banner & Signage bearing your Company Logo

Environmental Clean-Up - \$800.00 cash
Recognition bearing your Company Logo

Volunteer Hospitality - \$500.00 cash

Volunteer T-shirt sponsorship – funded by the Concession BIA and the City of Hamilton

Sponsor Benefits:

- Sponsor Signage/Banner on Stage Backdrop
- Sponsor Logo on all festival printed materials and Concession BIA website
- Sponsor Name Inclusion on all media (and social media) advertising
- On-site presence/promotion



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Children’s Play Area

Hours: 11:00 a.m. to 6:00 p.m.

<u>ACTIVITY</u>	<u>COST TO SPONSOR</u>	<u>AVAILABILITY</u>
Inflatable Bouncers 1 of 2	@1500.00 cash	2 Sponsorships Available
Face Painting	@1500.00 cash	1 Sponsorship Available
Clown & Balloon Animals	@1500.00 cash or equivalent donation	1 Sponsorships Available
On Street Performers/Entertainer	@\$1500.00 cash	2 Sponsorships Available

PREVIOUS COMMUNITY SPONSORS - 2025

CONCESSION STREET BIA.....	Festival Presenter
CITY OF HAMILTON.....	Festival Presenter
TOM JACKSON (City of Hamilton, Councillor – Ward 6).....	Face Painting
JOHN P DANKO (City of Hamilton, Councillor – Ward 8).....	Kidz Zone
HAMILTON MOUNTAIN PROVINCIAL LIBERAL ASSOC.	On Street Performer
PARTICIPACTION.....	On Street Performer
SPEEDY SUBS	Volunteer Hospitality
TRUE HAMILTONIAN.....	Volunteer T-Shirts

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PREVIOUS COMMUNITY PARTNERS

Cancer Assistance Program YMCA Career Centre	Hamilton Mountain Heritage Society Fire Prevention Bureau	Hill Park Alumni Association Wellwood Resource Centre
Girl Guides of Canada Ancaster Lions Club	Hamilton Seniors Centre Hamilton Police Pipe Band	Hamilton Tiger Cats AIDS Network
Sacred Heart of Jesus School North End Children’s Centre	Kawasaki Rendokan Judo Academy Boy Scouts of Canada	Hamilton Church of Christ Sackville Hill Ukulele Band
Hamilton Bulldogs Kiwanis Club of Hamilton N2NFood Bank	Scouting Canada – 88 th Division St. Johns Ambulance Brigade Food Share Hamilton	St. Stephens Church Mountain Kidz Klub Rotary Club – Ancaster

CONCESSION STREET FESTIVAL MANAGEMENT TEAM 2026

Festival Coordinator	Doris Sanchez, BIA Exec Director 2889-933-8899
Festival Chair	Eva Martens, Restorative Mobility Massage 905-971-3555
Festival Advisor	Stephanie Muir, Lavandula Spa 905-902-6942
Festival Advisor	Janna Goodyear, The Urban Zoo 905-385-7387
Festival Volunteer Mgmt	Faye Grasley 905-807-5949
Festival Site Operations	Alex Gardiner, Ivan Barac
Community Resources	Cherri Nobert, Laurie Eves

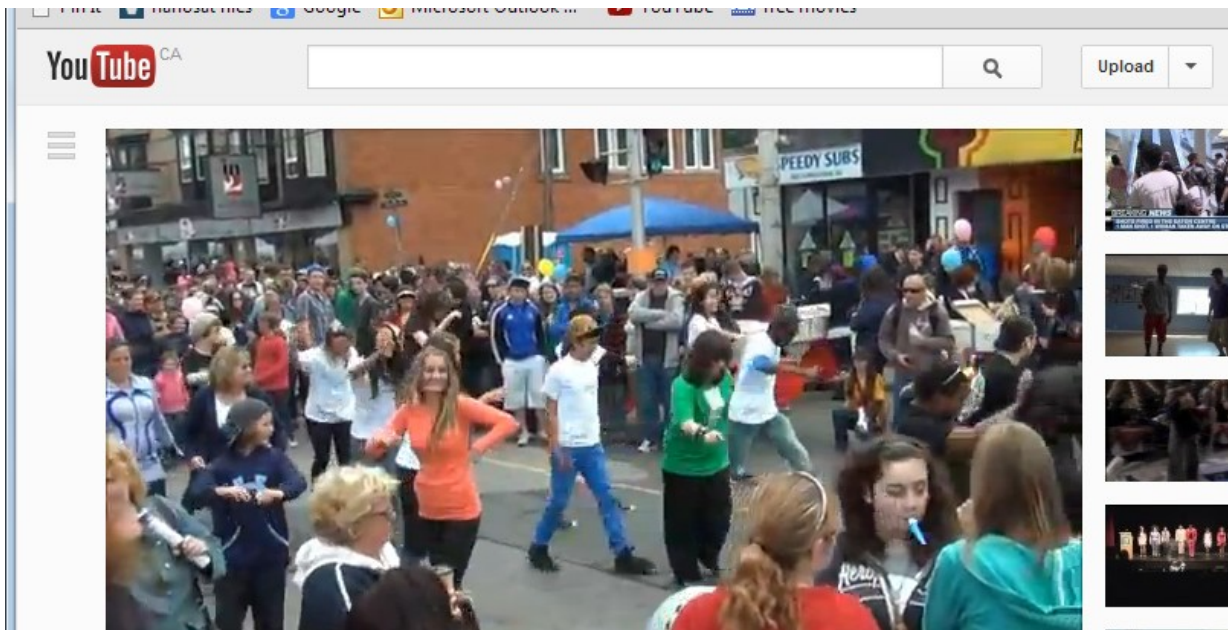
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Previous Events

Concession Streetfest deemed a huge success – biggest event to date with an estimated 50,000 visitors through the day



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<http://www.youtube.com/watch?v=yBCIvw11R7U>

http://www.youtube.com/watch?v=_KMusGM5skg





Chris Precius of the Caribbean Star dance group thrills the crowd gathered to watch him during the Concession BIA Streetfest by doing the dragon — spitting flames — during a dance routine.

<<



Defining Movement Dance students show the crowd their talent during the Concession Streetfest



Dakota Hamilton (left) and her sisters Sydney and Lorelei feed a goat at the goat petting zoo, one of the activities featured at the June 1 Concession Streetfest.



A Flash Mob