



# Hillside Festival 2026

Connect your business  
with devoted patrons of  
Guelph's award-winning  
music festival.

Sponsorship that builds goodwill and creative engagement



**Three unforgettable days!** Since 1984, thousands of people have been gathering for Hillside Festival. With an international reputation and local community spirit, this festival has something to offer all generations. Hillside Festival is a wonderful opportunity to reach potential customers—and experience this unforgettable summer highlight.

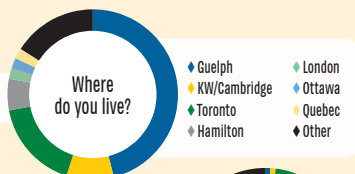
Come join us as we strive to make a more creative, caring, and inspiring place in which to live. You'll receive effective promotion for your business and benefits such as passes and program advertising. To discuss sponsorship, please contact Kate Johnston at **519-525-5653 (cell)** or [executivedirector@hillsidefestival.ca](mailto:executivedirector@hillsidefestival.ca).

"Although Hillside's lineup spans genres, it is a folk festival in the truest sense of the word. The festival's commitment to diversity, sustainability, and, above all, community evoked not only the festivals of my childhood, but the kind of world I want to live in."

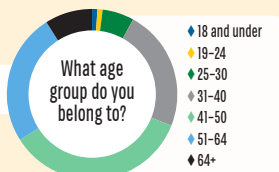
ISA BURKE, NODEPRESSION.COM

## Our patrons

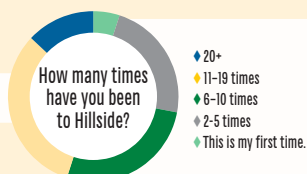
### FROM NEAR AND FAR



### MULTI-GENERATIONAL



### DEVOTED



BASED ON 2022  
PATRON SURVEY

## DISTINCTIONS

Programming, accessibility,  
environment, volunteerism

- **Best Accessible Tourism Event** from Tourism Industry Association of Ontario
- **Best Small Festival in Canada** from Canadian Live Music Association
- **2023 Festival of the Year, Green Operations** from *Canadian Music Week* and **TIAO Sustainable Tourism Award 2023**.
- **Best Greening of a Festival award** (2023, 2008–2019), **Top 100 Festivals and Events in Ontario 2023** (Festival and Events Ontario), **Best Fundraising Idea** (2018), **Volunteer of the Year Award** (2012), and **Volunteer Family of the Year Award** (2014), **Hall of Fame Award** (2011).
- **2020 Setting the Stage Award** from Folk Music Ontario.
- **2019 international Clearwater Award** for environmental stewardship and public leadership in sustainable event production.
- **2016–2018 Festival of Distinction Award** from Festivals and Events Ontario, along with Luminato, TIFF, and Stratford Festival.
- **2014 City of Guelph Barrier-Free Committee's Accessibility Award** and the GRCA's **Honour Roll Award**.
- *Rolling Stone*, *The Globe and Mail*, the CBC, and the *Toronto Star* (among others) have called Hillside an innovative "must-see" event that offers fantastic music and a rare opportunity to experience a creative culture that is inclusive and environmentally responsible.



# BENEFITS

**Patrons will appreciate and remember your support of a festival they love**

**Level Five: Over \$7,000**

Mutually agreed-upon benefits

**New! Bespoke exclusive naming rights now available: ask us to learn more**

**Level Four \$4,000–7,000**

- Logo on the on-site thank-you boards
- Level Four Sponsors' listing on the Hillside website and app
- Heavy rotation of clickable banner ad on the Hillside app
- MC Thank-You from the stages
- Eight weekend passes to Hillside Festival
- Company name and logo on the official Hillside Festival souvenir poster

**Level Three: \$3,000–3,999**

- Logo on the on-site thank-you boards
- Level Three Sponsors' listing on the Hillside website and app
- Medium rotation of clickable banner ad on the Hillside app
- Six weekend passes to Hillside Festival

**Level Two: \$2,000–2,999**

- Logo on the on-site thank-you boards
- Level Two Sponsors' listing on the Hillside website and app
- Light rotation of clickable banner ad on the Hillside app
- Four weekend passes to Hillside Festival

**Level One: \$800–1,999**

- Logo on the on-site thank-you boards
- Level One Sponsors' listing on the Hillside website and app
- Occasional rotation of clickable banner ad on the Hillside app
- Two weekend passes to Hillside Festival

**Under \$800**

- Listing on the Hillside website and app

**Notes**

- Multiple-year and custom packages available.
  - Deadline to be included in the souvenir poster: logo needs to be supplied by June 15.
- Deadline to be included in the app: May 27 (app-ready ads submitted by June 3).
- Advertisement design and layout extra, if needed.

**"One of the 10 Best Canadian Summer Festivals.... Hillside keeps its finger on the pulse by curating events throughout the year. This dedication enables it to expertly curate a lineup that promises to satiate all generations of indie lovers."**

—ALANNA STUART, CBC MUSIC BLOG



**"Hillside is magic. I look forward to working with the amazing team at Hillside as a sponsor for years to come."**

PAUL DEMARCO,  
INTRIGUE MEDIA

## Hillside's uniquely non-commercial approach means you will be noticed

As a not-for-profit organization, Hillside depends on patron purchases, government grants, and business sponsorships for its continued viability. We have never been funded by large, multinational corporations, so your own sponsorship of our festival will not be swamped by big billboards and loud commercial marketing strategies. We give you access to an audience of 6,500 people per day. People from all generations attend — babies to octogenarians — with the majority of our patrons being in the age range of 18 to 45. Our audience is educated, community-oriented, conscientious about the environment and social justice, and smitten with the creative life in all of its expressions.

**90% of patrons consider it important or very important that Hillside supports small and medium-sized local businesses through its service and sponsorship arrangements.**



Kate Johnston  
Executive Director  
executivedirector@hillsidefestival.ca

[hillsidefestival.ca](http://hillsidefestival.ca)

Phone 519-525-5653 (cell)  
341 Woolwich St  
Guelph, ON N1H 3W4

PHOTOGRAPHY: DEAN PALMER  
DESIGN: LIND DESIGN