



Event Sponsorship Proposal

One World Festival

**LET THE ONE WORLD FESTIVAL
MULTICULTURAL CELEBRATION BEGIN!**

**A Featuring Live Headline Performances
by Fito Blanco & Armando Scarleto Jr.**

SATURDAY, JUNE 27, 2026

1:00 PM - 11:00 PM

BRADFORD PUBLIC SQUARE

425 HOLLAND ST W, BRADFORD, ON L3Z 0J2



Event Background

One World Festival is a community-led multicultural celebration recognizing Canadian Multiculturalism Day.

Organized by Canadian ArtBeat Youth Society (not-for-profit), the festival brings together music, dance, food, art, and interactive experiences representing the diverse cultures of Bradford West Gwillimbury.

DETAILS

Date Saturday, June 27, 2026
Time 1:00 PM - 11:00 PM
Location Bradford Public Square
 425 Holland St W, Bradford

Facts

Expected Attendance



Expected Audience

Families, Adults, Youth & Seniors

Community Benefit

Voluntary donations to support Bradford Food Bank



Headline Entertainment

Fito Blanco: International Latin crossover artist with global hits and major collaborations, recognized with #1 Song Award by the Society of Composers Authors Music Publishers Canada & Armando Scarlato Jr. : International performer with appearances at major global events including New York Fashion Week and Formula 1 Monaco

Live Performance Highlight

Collaborative performance moment tied to the global theme of the event
Featured evening performance with a high-energy set designed to engage and retain audience.

Media and Promotion

Expanded Media Exposure Inclusion in a 50-spot regional radio campaign on Fresh 93.1 FM. Regional reach across Barrie, Simcoe County, and surrounding areas.

Event promotion support by Tourism Simcoe County, Experience Simcoe County Campaign.

FIFA World Cup match viewing is subject to licensing approval. All programming will comply with applicable broadcast and event regulations.

Strategic Sponsorship Opportunity

Reach

High-visibility exposure in a central public space and on-site activation opportunities.

Branding

Association with multicultural celebration and inclusion.
Brand alignment with a community charitable initiative.

Engagement

Direct engagement with local families and residents.
Benefit from the high foot traffic & media coverage.

This is a value-driven community event, not a ticketed concert or nightlife promotion

ADDITIONAL BENEFITS

Social Media

Exposure

One minute long professional video. The best digital advertisement you will get in the industry.

Professional

Photography














4 professional photographs taken of your product, service or brand.

Media Hub

Interview

Exclusive interview at the media hub to highlight your company, product or service. Grab attention at the event!

Sponsorship Packages

Benefit	Naming (Event Branding)	On-stage Recognition	On-site Activation	Logo Display	Social Media Exposure	Post-event Recognition
Presenting (\$5000)			Branded experience	Top Logo (High rot.)		
Gold (\$3000)			Branded giveaway	LED Screen		
Silver Cultural (\$2000)			Cultural Programming	LED Screen		
Family Zone (\$1250)			Family Zone	LED Screen		
Supporting (\$500)				Sponsor Board		

IN-KIND SPONSORSHIP

In-kind partnerships are welcome when they replace real event costs or enhance the attendee experience.

Accepted in-kind support includes:

- AV, LED screen, and staging
- Printing and signage
- Fencing, portable washrooms
- Bottled water, ice, volunteer meals
- Photography/videography
- Accessibility supports

In-kind contributions are recognized at fair market value and matched to the closest sponsorship tier.

Contact & Next Steps

Join us in shaping the One World festival!

PARTNERSHIP CONTACT

E-mail eventoneworld@gmail.com

Phone (416) 888-0667 or (416) 536-0676

OUR BUSINESS PARTNERS

