



# SPONSORSHIP PACKAGE 2022

TSS, Toronto



TSS is an annual celebration of Bengali South Asian Culture with a mission to encourage the youth to pursue and appreciate vocal and instrumental music, dance, drama and other artistic endeavours of the South Asian heritage.

# MAKE A DIFFERENCE AND HAVE FUN SPONSORING THE EVENT



Looking for the opportunity to become a part of one of the biggest cultural events of the year? Put your company name in front of hundreds of sophisticated attendees?

Show your employees and investors your dedication to our community?

## Consider sponsoring TSS 2022

Sponsoring TSS 2022 provides you with the unique opportunity to connect with the 50,000 Bengali South Asian community

Community to build your brand awareness and show your company's support

TSS 2022 to provide

- Enhanced Visibility amongst 50,000 Bengalis in GTA thereby gaining market share
- Strengthen your brand within the South Asian Community
- Engage your brand with stakeholders- participants , vendors , suppliers
- Raise your company's visibility with the Bengali diaspora who are the most diverse group in GTA



# FESTIVAL SUMMARY



TSS 2022 annual cultural festival will be held on July. The event will be held over two days there would be performances by local & overseas artists and musicians from India, Bangladesh, UK and USA.

By engaging our children in planning, coordination and implementation of a large event we are fostering creativity, encouraging leadership, inspiring confidence and motivating them to volunteer.

## **YOUTH INVOLVEMENT:**

The youths are actively involved in Volunteering like Ushers, Ticket checkers, Assisting Program coordinators backstage, Attending to overseas artists' needs, Assisting in video-recording, power point presentations, stage lighting, Organize rehearsals

## **OVERSEAS ARTISTS:**

Inclusion of overseas artists and musicians is an integral part of our festival. Majority of our audience look forward to hearing the professional artists from "back home". It creates a feeling of warmth and nostalgia and is an important segment of our cultural fabric. Also it is an opportunity for us to exchange information about the latest cultural development with our overseas guests about the South Asian artistic community in GTA.



# MEDIA REACH

Media	TSS 2022 Reach
Social Media	Facebook , Twitter , Instagram
Tickets	1000 printed
Corporate Logo	Printed on back of tickets (Title sponsors)
Emails	15 mails sent by TSS to a subscriber base of 15000 Bengalis in GTA
Print Advertising	Metro, Mississauga news, Guardian, 24 hrs
Online Advertising	Tsstoronto.ca
Radio Advertising	South Asian Channels
Posters	100 posters distributed in GTA
Event Signage	Banners , digital displays , VIP Recognition signage



# REACH & DEMOGRAPHICS

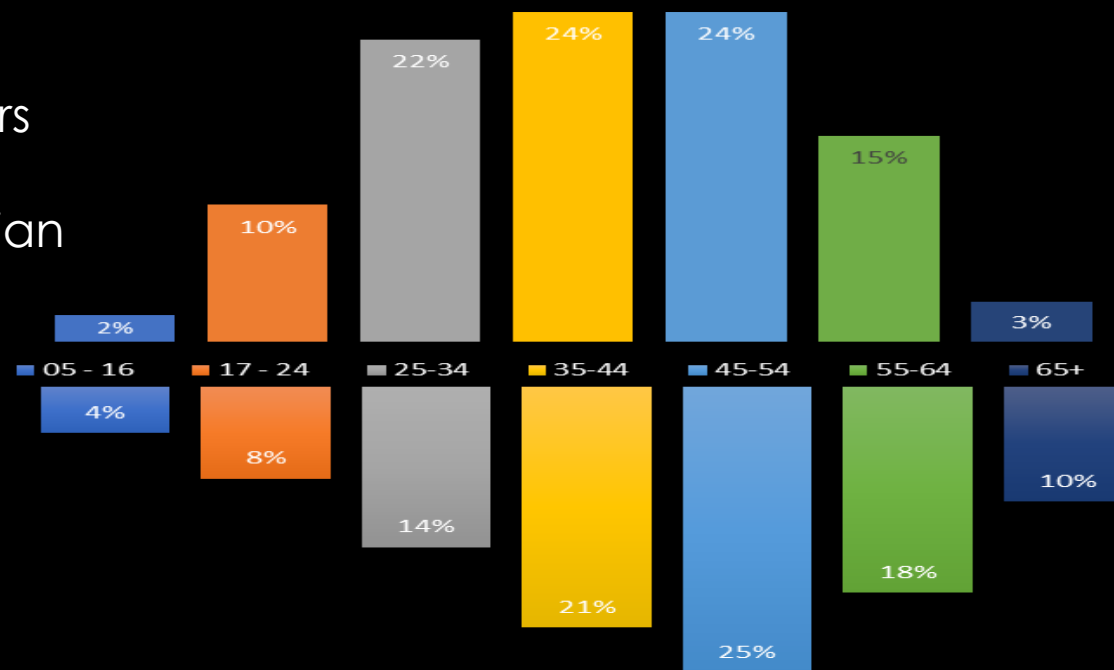
Population : Over 50,000 Bengalis in GTA

Demographics : 55% Male , 45% Female

## Demographic Characteristics

- ✓ Mid (50k -99K) to High income (100k - > 250K) earners
- ✓ College or University level Education
- ✓ Loyal to Canada and proud of Canada & South Asian heritage
- ✓ Smart Investors
- ✓ Trend Setters
- ✓ Family Oriented
- ✓ Food Lovers and love travelling
- ✓ Social by nature

## Female Demographics



## Male Demographics

# SPONSORSHIP FEATURES



Sponsorship Features	Platinum	Diamond	Gold	Silver
Recognition as major sponsor & branding in the event site	●	●	●	●
Promotion monthly media releases (4 times)	●	●	●	●
Recognition on TSS website	●	●	●	●
Opportunity for promotional giveaway during the event	●	●	●	●
Recognition during speeches and special announcements	●	●	●	
Corporate banner on site during the festival				
Complimentary tickets	10 (First 4 rows)	8 (First 4 rows)	6 (First 4 rows)	2 (Reserved Seats)
Title sponsor package	●			
Presence in the stage for the sponsor	15 min	10 min		
Sponsorship Investment	\$ 10000	\$ 5000	\$ 2500	\$ 1000

# SPONSORSHIP BENEFITS



Your support to TSS is more than a sponsorship. It is a true Win – Win relationship

## Business Promotion

1. Build access to Bengali South Asian community, one of the fastest growing ethnic group in Ontario
2. Gain Visibility and traction to growing needs and buying trends of Bengali South Asian Community
3. Exposure of the brand to high income, high education individuals for 2 days of the festival
4. Opportunity to announce any hot deals which could lead to immediate onsite sales
5. Increased social marketing and alliance marketing
6. Ability to collect database for the 800+ audience

## Social Responsibility

1. Contribute to an initiative that highlights the diversity in Ontario
2. Increased visibility to your company's diverse efforts

## Fun and Educational

1. Experience Bengali culture and food right here in Toronto
2. Interact with people of Bengali origin to better understand their social and business etiquette
3. Build global awareness to one of the fastest growing economies in the world



# CONTACT DETAILS



For more information :  
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