



SPONSORSHIP OPPORTUNITIES.

Join Us in 2025!



Kylie Wilson | Executive Director
info@brontevillage.net
905-825-3258

2025

BRONTE VILLAGE.

Welcome to Bronte Village! We are a thriving community on Lake Ontario that is vibrant, unique and growing.

A designated tourism location with a waterfront and marina that is considered one of the best in the GTA, Bronte is one of Ontario's oldest communities and has retained its "small-town-tight-knit-community-feel". Our commercial district, which is a mix of locally owned & independent shops, chain stores, destination retailers and restaurants, completes the overall character and charm of the neighbourhood.

Bronte is home to over 13,600 residents, 175 businesses and continues to grow, with 2,500 new residents expected to join the community within the next three years.

It is a 15-minute drive from anywhere in Oakville and easily accessible by transit. Bronte is a designated bike-friendly district and an appealing year-round environment for residents, businesses and visitors.



AN EVOLVING & CHANGING DEMOGRAPHIC.

Considered one of Oakville's most sought after neighbourhoods - an intersection of city life and suburban waterfront living - Bronte is transforming itself into an exciting, complete community designed for the future.

When people visit Bronte, they take-in green space, sports & recreation, arts & culture, robust retail offerings and heritage & history. It is a place people visit to gather and belong, define common purpose, and bridge across differences.

Projected growth within the next three years is 2,500 new residents, with development adding 1,224 residential units to our community. This resurgence in development is attracting boomers, young families and professionals that are active, financially comfortable, savvy residents living the good life.

At present, the neighbourhood is predominantly home to single-family homeowners (51%) and apartment dwellers (25%) with an average household income of \$127,372. Twenty-one percent of the population identifies as a visible minority. The median age is 48 and 18 percent of local residents are seniors.

The make-up of visitors is split evenly between hyper-locals (15-minute walk/5-minute drive) and people coming from the neighbouring municipalities of Burlington, Milton, Mississauga, Toronto and beyond.



ABOUT THE BIA.

The Bronte Business Improvement Area (BIA) is a non-profit organization that is dedicated to improving the economic prosperity and quality of life in Bronte Village. We work to make the district a better place to do business by advancing a livable, distinct and vibrant environment to work, shop, live and visit.

Digital Footprint

Instagram: 6,845+

Facebook: 9,600+

Average Engagement Rate: 4%

Community e-news Subscribers: 3,700

Member e-news Subscribers: 250

Average Open Rate: 56%

Our work is guided by the vision that Bronte is a place where everyone is welcomed and everything you need can be found.



JOIN US & BE PART OF OUR COMMUNITY.

We are excited to offer unique sponsorship opportunities for Bronte's **2025 events, placemaking and beautification efforts**. On the following pages, you'll find a summary of **small to grand** opportunities for your consideration.

WHY SPONSOR?

COMMUNITY LEADERSHIP | Each sponsorship opportunity creates a space for meaningful interaction and connection with local residents and visitors, businesses and community organizations that will see your brand as something that adds value and vibrancy to Bronte.

BE PART OF BRONTE'S EVOLUTION | The coming months and years will see Bronte go through an exciting transformation. We invite you to be part of our story today and influence the dream of what Bronte will look, feel, taste and sound like for years to come.

This is your official invitation to be part of our story because we would love to be part of yours!



Bronte Brush 'n' Roll Project

Spring 2025

\$5,000

The Bronte BIA is excited to launch the *Brush 'n' Roll Project*! This picnic table art project will be on display in Bronte Market Square year-round - providing much needed seating and colour and symbolizing a place where everyone is welcome. Local residents, businesses and community groups will be invited to paint eight picnic tables that will add vibrancy to the public space and help to maximize its value.

SPONSORSHIP PERKS:

- Recognition in Look Local Summer Guide
- Logo on project poster and signage
- Plaque(s) installed on picnic tables (x 8) recognizing sponsorship
- Logo included on social media promotions and on BIA website
- Inclusion as presenting sponsor in our member and community e-newsletters



The Bronte Farmers' Market

Sundays in July, August & September

\$3,500

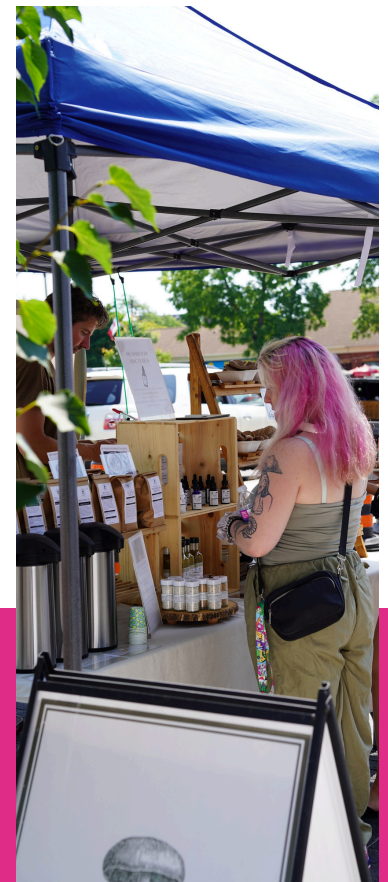
Get ready for farm, fresh & fun! We're launching our 2nd annual Bronte Farmers' Market for 12 Sundays in July, August and September. Located in Bronte Market Square, the Market will feature 30+ vendors (farmers, prepared food producers, artisans/crafters and community groups), live music and other activations. In 2024, average visitor traffic was 2,000+ people weekly.

“Magically, on Sunday mornings, the Market has become a community space. There will be smiles, the banter between customers and sellers. Neighbours will stop and chat. There is a vibrancy. The joy of finding fresh vegetables, a baked good or a craft.”

- Dave McCleary, local resident

SPONSORSHIP PERKS:

- Logo and event promotion in Look Local Summer Guide
- Logo on event poster and signage
- Logo included on social media promotions and on BIA website
- Inclusion as presenting sponsor in our member and community e-newsletters
- Opportunity to set-up a booth or activation at the event



Bronte Lake Notes Summer Concert Series

Thursdays at 7pm in June, July & August

**Various
Opportunities
Available**

The *Bronte Lake Notes* Summer Concert Series is a one-of-a-kind opportunity to showcase your brand to a weekly crowd of 400+ people - ranging in age from 1 to 100. The FREE weekly concerts take place under the Sails in Bronte Heritage Waterfront Park and draw an intergenerational crowd for a lakeside dance party.

This event is a local favourite - sail boats on the water, sun setting over the harbour and hundreds of people coming together to delight in an evening of contemporary music from exciting local bands.

SPONSORSHIP PERKS:

- Promotion in Look Local Summer Guide
- Logo on event poster and signage
- Logo featured each week in stage backdrop signage
- Logo included on social media promotions and on BIA website
- Weekly recognition by emcee at the start of each concert
- Inclusion as presenting sponsor in our member and community e-newsletters
- Opportunity to set-up a booth or activation at the event



Bronte Falling for Fun Festival

September 27 & 28, 2025

\$3,000

Our *Falling for Fun Festival* is a two-day event that celebrates the best of the Fall season. Day 1 will be a family-friendly festival at the waterfront - live music, dancing, art, bouncy castles, games - and Day 2 will be our final Farmers' Market Sunday...a celebration of harvest and community!

SPONSORSHIP PERKS.

- Logo and event promotion in Look Local Summer Guide
- Logo on event poster and signage
- Logo on 4' x 8' sign located on Bronte Rd at Hixon St
- Logo on Facebook event page promoting event
- Logo included on social media promotions and on BIA website
- Inclusion as presenting sponsor in our member and community e-newsletters
- Opportunity to set-up a booth or activation at the event



Saturday, October 25, 2025

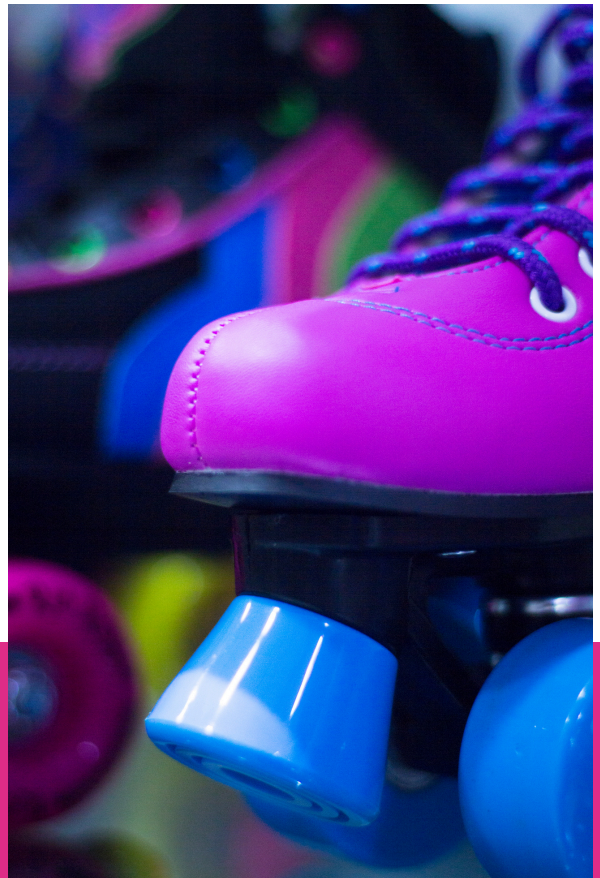
Halloween in Bronte: Let the Ghoul Times Roll!

\$1,500

During the season of ghosts and goblins, Bronte will host a unique daytime event in Bronte Market Square: *Let the Ghoul Times Roll* invites people of all ages to dress-up in costume, strap on a pair of rollerskates and enjoy a day of skating and music. It promises to be a *frighteningly* good time!

SPONSORSHIP PERKS:

- Logo on event poster and signage
- Logo on 4' x 8' sign located on Bronte Rd at Hixon St
- Logo on Facebook event page promoting event
- Logo included on social media promotions and on BIA website
- Inclusion as presenting sponsor in our member and community e-newsletters
- Opportunity to set-up a booth or activation at the event



Saturday, November 22, 2025

At Home in Bronte for the Holidays

\$5,000

Our annual tree-lighting event will take place in Bronte Market Square on November 22 and we'd love for your brand to help bring festive cheer to the neighbourhood! We'll host live music, family-friendly activities, giveaways, meet & greets with Santa & Mrs. Claus and more. Set-up a table, run a promotion and countdown to Christmas with the local community.

SPONSORSHIP PERKS:

- Logo included in BIA event ad in Look Local Magazine's October issue
- Logo on 4' x 8' sign located on Bronte Rd at Hixon St
- Logo on event poster and signage
- Logo on Facebook event page promoting event
- Logo included on social media promotions and on BIA website
- Inclusion as presenting sponsor in our member and community e-newsletters
- Opportunity to set-up a booth or activation at the event
- Recognition in remarks during tree-lighting ceremony



Oh, Christmas Tree!

On Display from Mid-November - January

\$1,000

Engage with the Bronte community, add some sparkle to the neighbourhood and contribute to our holiday celebration by sponsoring our annual Christmas tree installation. This is a meaningful way to promote your brand as the tree serves as a symbol of connection for local residents and visitors and is the anchor of the *At Home in Bronte for the Holidays* event. Located along Lakeshore Rd West in Bronte Market Square, the Christmas tree display creates a magical welcome for people that come to Bronte to shop, dine and explore; 12,000+ vehicles drive past the Square daily.

SPONSORSHIP PERKS:

- Logo included on social media promotions and on BIA website
- Inclusion as tree sponsor in our member and community e-newsletters
- Opportunity to set-up a booth or activation at tree-lighting event on November 22
- Recognition in remarks during tree-lighting ceremony
- Dedicated Thank You post on social media



JOIN US IN 2025

Choose a sponsorship opportunity that is meaningful to your brand and be part of our story today, tomorrow and beyond. We look forward to working in partnership with you to make Bronte a place where everyone is welcomed and everything you need can be found.

LET'S CHAT!

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