



2021 CONDENSED SPONSORSHIP

The Marda Gras Street Festival is a free, family-friendly event that attracts up to 35,000 visitors from all over Calgary. SUNDAY, AUGUST 8, 2021 is Marda Gras LITE.

This well-known annual event generally hosts a variety of musical performances, cultural dance, local shopping, food culture, and children's activities within a three-block area in the heart of the Marda Loop Business District. This year, we are hosting a LITE version of Marda Gras, but we still expect a lot of interest and ample attendance.

WHO ATTENDS MARDA GRAS?

The Marda Gras Street Festival has built a lasting impression with its audience since its founding in 1985. Year after year, the streets of Marda Loop are packed with excited and engaged attendees, eager to experience the fun and vitality this festival has to offer.



- Up to 35,000 attendees
- Ages 18 - 45
- Young Families
- Urban Explorers
- Community-oriented
- Household Income \$70,000 - 150,000

Marda Gras is a free, not for profit event that brings vitality, diversity and enjoyment to attendees. The festival is seeking sponsorship in order to remain accessible and appreciated, especially after having to pivot due to Covid. Sponsorship opportunities are on page two.

For more information and to apply to be a sponsor, contact Shannon McNally at:
mardagrascalgary@gmail.com

SPONSORSHIP OPPORTUNITY

WELCOME BACK SPONSOR



- Prominent recognition as a key sponsor of the festival.
- 10 x 10 booth space.
- Prominent logo on Marda Gras website from May 2021 to May 2022.
- “Presented by” status on all busker stations (four).
- 3 social media mentions per month (between May and September).

INVESTMENT: \$1,500.00



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