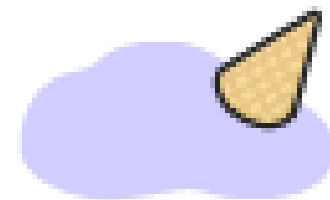




meowfest 2023

BECOME A SPONSOR

AT CANADA'S MOST ANTICIPATED FELINE FESTIVAL
WHERE CAT LOVERS SPOIL THEIR CATS & THEMSELVES!





WHO ARE WE?

meowfest is a full-day festival for the cat community, dedicated to the celebration of all things feline

meowfest's mission is to throw a memorable purrty to increase awareness of cat rescue and adoption, while raising funds for hardworking feline organizations

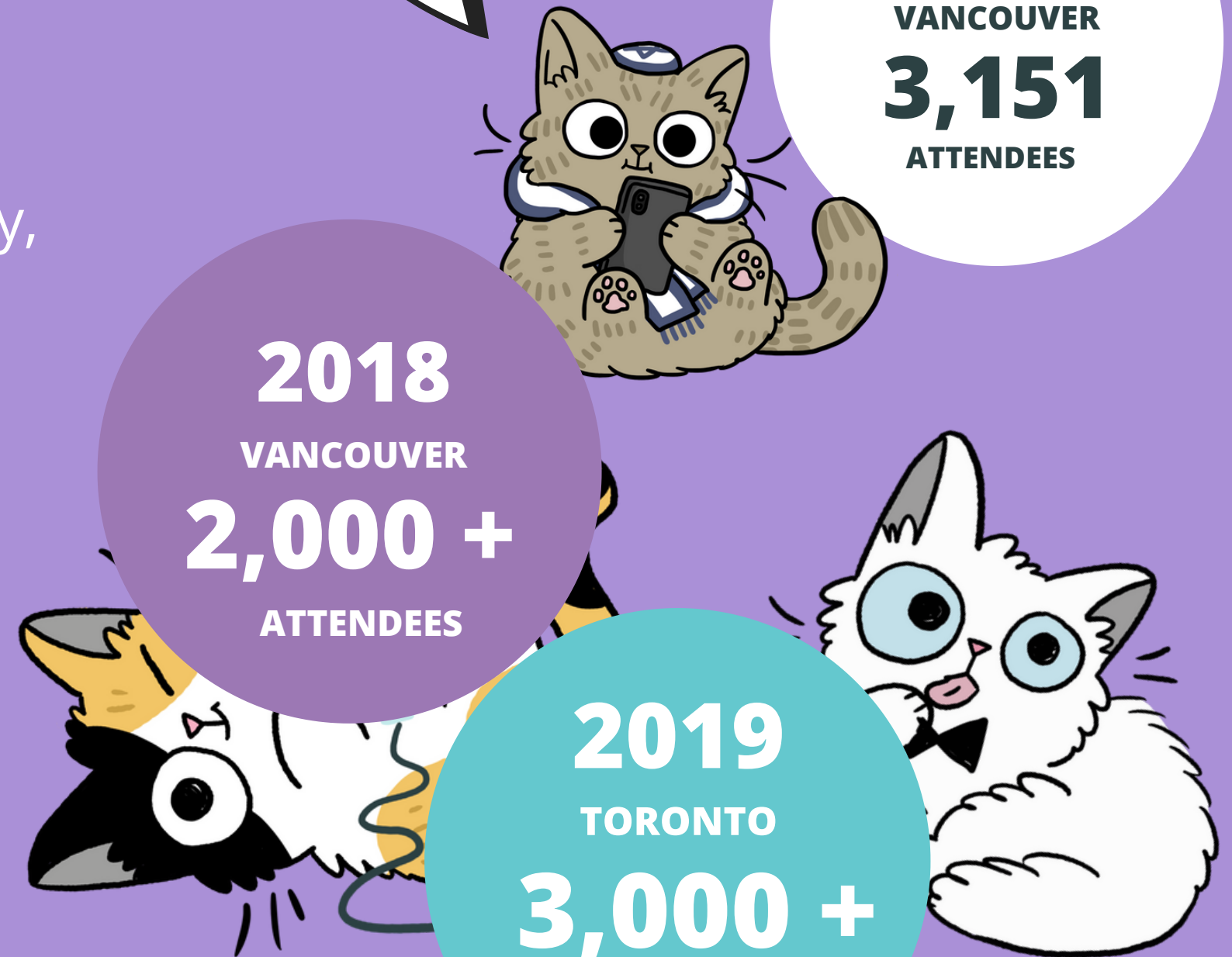
**For the first-time ever we will
hosting meowfest in
Vancouver & Toronto!**

SHOP. LEARN.
CONNECT.
PURRTY!

2022
VANCOUVER
3,151
ATTENDEES

2018
VANCOUVER
2,000 +
ATTENDEES

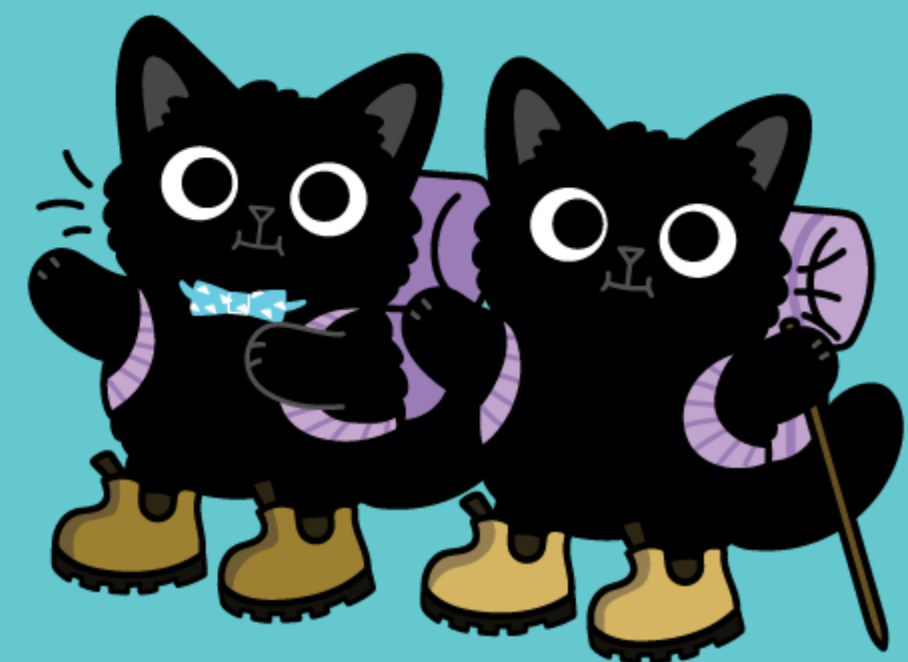
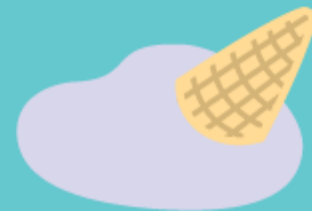
2019
TORONTO
3,000 +
ATTENDEES

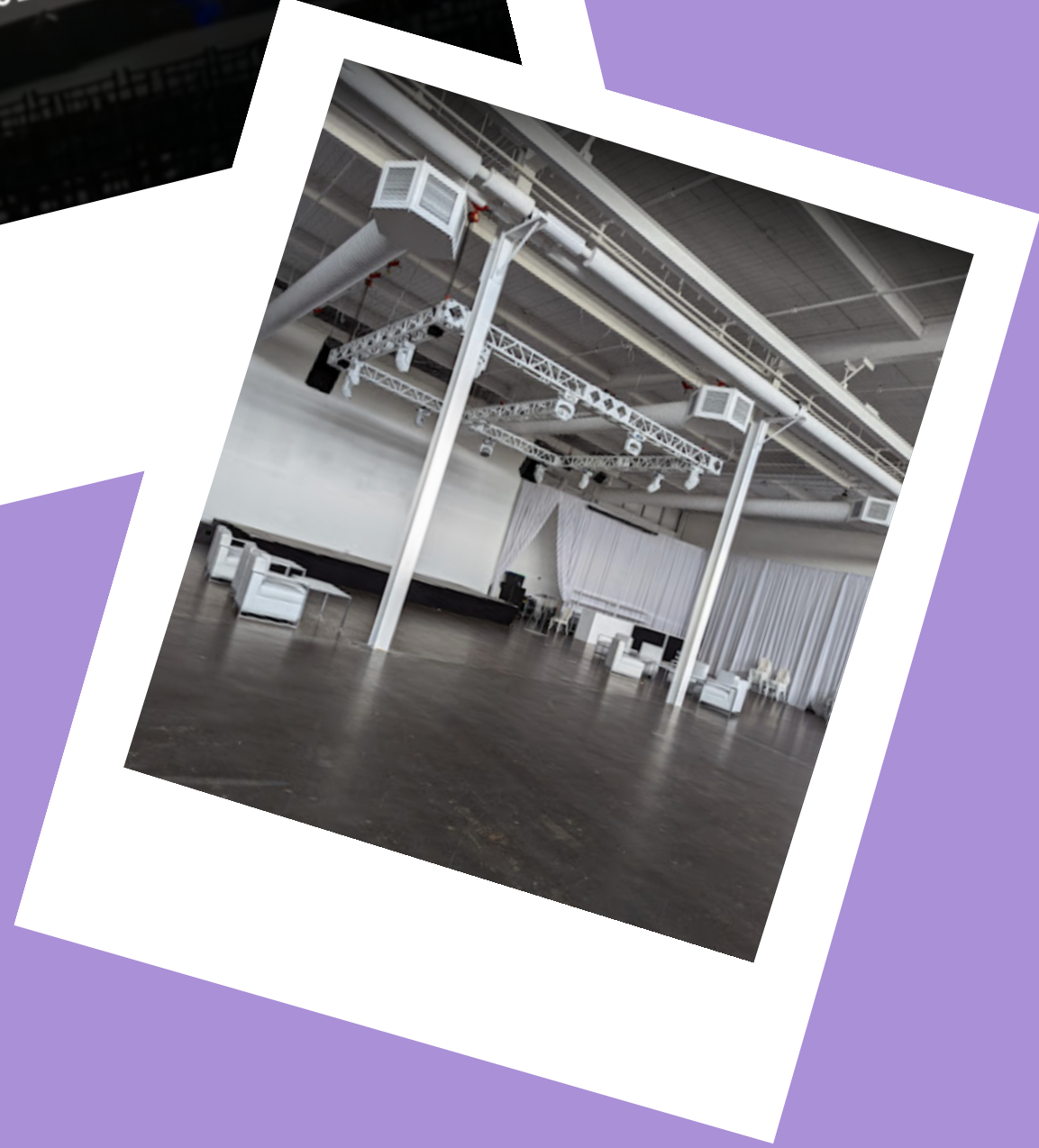




TORONTO
SUNDAY
JULY 23 2023

VANCOUVER
SATURDAY
AUGUST 19 2023





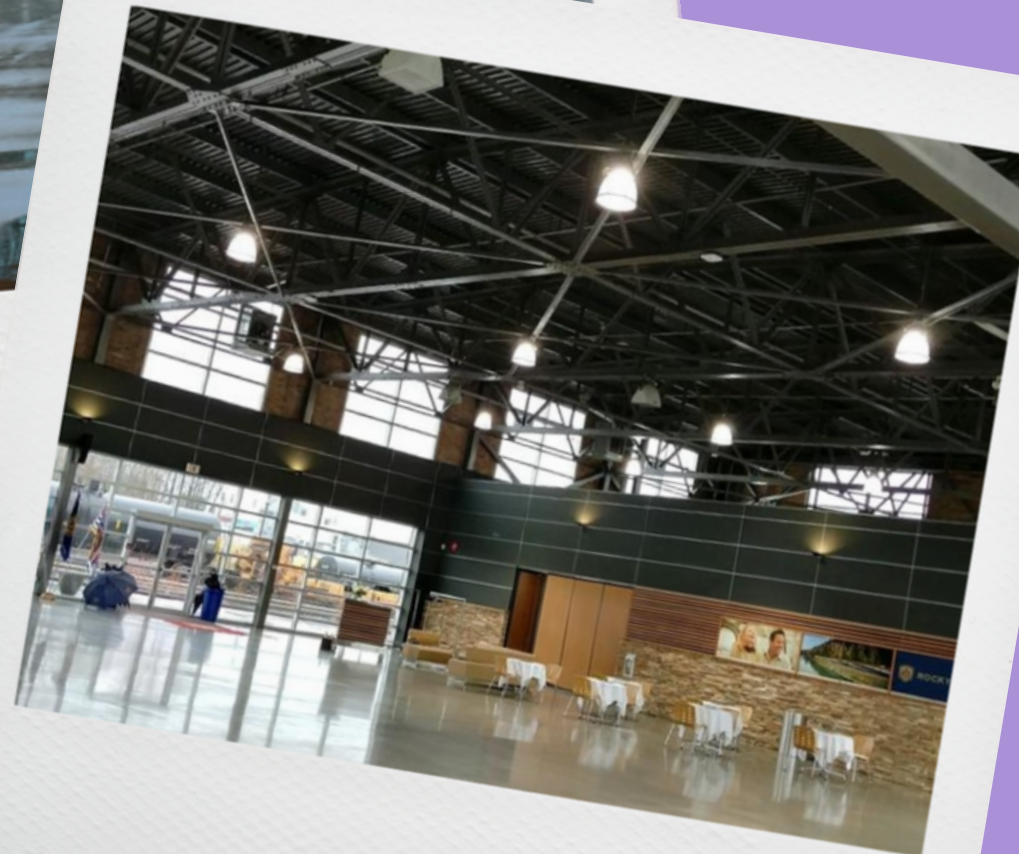
TORONTO EVENT VENUE

THE WAREHOUSE VENUE

35 CARL HALL RD #2, NORTH YORK, ON M3K 2B6



- Toronto's first loft-inspired event space located mid-town
- The open concept 20,000 square ft and 30 ft high ceilings, multi-functional space.
- Located in North York district of Toronto
- Easily accessible by car or TTC.
- Barrier free for patrons using wheelchairs or similar assistive devices
- On-site WIFI and power
- Lots of parking for vendors and guests within walking distance



VANCOUVER EVENT VENUE

ROCKY MOUNTAINEER STATION

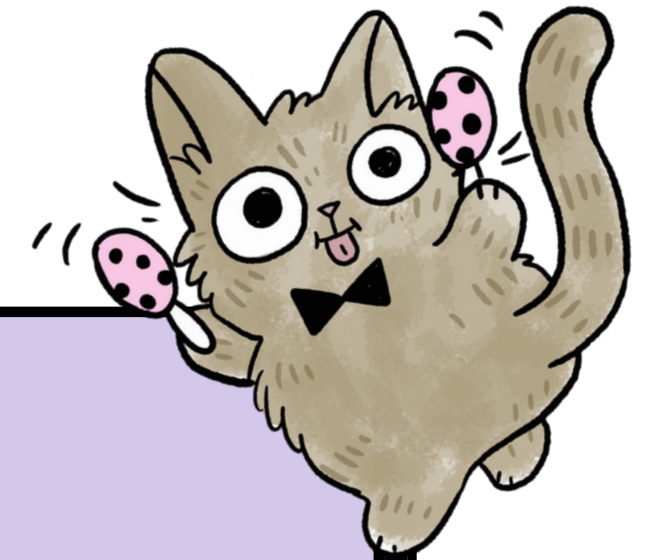
1755 COTTRELL ST, VANCOUVER, BC V6A 2L8



- Over 12,000 square feet of event space
- Indoor and outdoor venue
- Contemporary facilities
- 34' high ceilings and natural lighting
- Walking distance to the SkyTrain & Bus
- 10 minute drive from Downtown Vancouver
- On-site WIFI and power
- Lots of parking for vendors and guests



meowfest Customer Profile



70% FEMALE



75% IN A RELATIONSHIP



45% EARN > \$50K



90% WENT TO UNIVERSITY



59% ARE 25 - 44 YEARS OLD



ANIMAL LOVERS



VEGAN/VEGETARIANS



HEALTH & WELLNESS CONSCIOUS



EAGER SHOPPERS



FOODIES

SOCIAL REACH



 775K  195K  36.9K

GEOGRAPHIC REACH

Canada

 78.6%

USA

 13.9%

THROUGH OUR PARTNERING
INFLUENCERS, MEOWFEST
HAS A COMBINED REACH OF

3M+

ON INSTAGRAM &
FACEBOOK

EXPECTING OVER

7000
ATTENDEES THIS
SUMMER





meowfest IN THE MEWS

THE GEORGIA
straight

"...THE EVENT IS THE PERFECT PLACE FOR CURRENT CAT OWNERS TO STOCK UP ON NEW TREATS AND TOYS, AND FOR ASPIRING FUR-PARENTS TO GET SOME HANDS-ON PLAYTIME."

FEATURED AS ONE OF

Forbes

BEST FESTIVALS IN NORTH AMERICA FOR PET LOVERS

DAILY **HIVE**

meowfest 2019 WAS LISTED ONE OF THE HOTTEST SUMMER EVENTS HAPPENING IN TORONTO





SPONSORSHIP OPTIONS WITH CATEGORY EXCLUSIVITY

GOLD ACTIVITY AREAS

Speaker Stage

meow Social Zone

Beverage & Food Garden



PLATINUM

Activity area or
Photo ops of your
choice plus inclusion
in meowbox

SILVER PHOTO BOOTH IDEAS

Human Size Cat Bed

Glitter Box

Giant Cat Cutouts



Social Reach
3M+

Expecting over
7,000 +
attendees

Forbes

Featured as one of
FORBES best festivals
in North America for
pet lovers.

All Sponsorship Packages include:

-  Prominent Marketplace Booth or On-site Signage
-  2 x 6 ft Tables + 2 Chairs
-  2 x Vendor Passes
-  Complimentary WiFi + Power
-  1 x Parking Spot
-  Option to Participate in Event Game
-  Logo and Click-through Link on Website
-  Dedicated Posts on @meowfestival
Twitter & Facebook

*TAX is applicable | All prices in Canadian dollars

TITLE SPONSOR



Title for both Toronto and Vancouver

Marketing insert or your branded item inside
8000 meowboxes

Activity Category Exclusivity

Feature Ad on Event Day Video Board

Dedicated Spot on Event Day Board

Banner Ad & Logo on Event App or E-Guide

Banner Ad with Logo on website

Feature in "Spotlight" newsletter

2 Post & Story on meowbox Instagram

2 meowbox TikTok Video

4 Posts & Stories on meowfest Instagram

Primetime Spot on Workshop
or Speaker Stage at both events

Promotion in Welcome Gift Packs
& Swag Bags at both events

4 VIP & 8 General Admission Tickets to both events

Exclusive Employee & Customer
Ticket Discount Codes

2022 SPONSORS

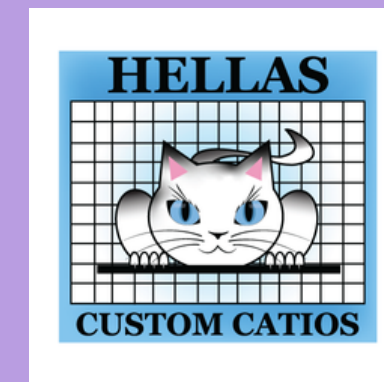
Title Sponsor



Platinum Sponsors



Silver Sponsor



Media Sponsor



***10% DISCOUNT FOR ALL RETURNING SPONSORS**

BE THE DRIVING FORCE BEHIND CANADA'S MOST INFLUENTIAL FELINE FESTIVAL!



BE THE DRIVING FORCE BEHIND CANADA'S MOST INFLUENTIAL FELINE FESTIVAL!

Social Reach
3M+

Expecting over
3,000+
attendees

Forbes

Featured as one of
FORBES best festivals
in North America for
pet lovers.

All Sponsorship Packages include:

-  Prominent Marketplace Booth or On-site Signage
-  2 x 6 ft Tables + 2 Chairs
-  2 x Vendor Passes
-  Complimentary WiFi + Power
-  1 x Parking Spot
-  Option to Participate in Event Game
-  Logo and Click-through Link on Website
-  Dedicated Posts on @meowfestival
Twitter & Facebook

PLATINUM SPONSOR



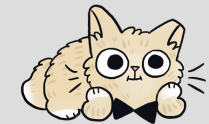
- Choice of Toronto or Vancouver
- Marketing insert or your branded item inside up to 8,000 meowboxes
- Activity Category Exclusivity
- Feature Ad on Event Day Video Board
- Dedicated Spot on Event Day Board
- Banner Ad & Logo on Event App or E-Guide
- Banner Ad with Logo on website
- Feature in "Spotlight" newsletter
- 1 Post & Story on meowbox Instagram
- 1 meowbox TikTok Video
- 4 Posts & Stories on meowfest Instagram
- Primetime Spot on Workshop or Speaker Stage
- Promotion in Welcome Gift Packs & Swag Bags
- 4 VIP & 8 General Admission Tickets
- Exclusive Employee & Customer Ticket Discount Codes

GOLD SPONSOR



- Choice of Toronto or Vancouver
- Activity Category Exclusivity
- Dedicated Spot on Event Day Board
- Banner Ad & Logo on Event App or E-Guide
- Banner Ad with Logo on website
- Feature in "Spotlight Newsletter"
- 3 Posts & Stories on meowfest Instagram
- Promotion in Welcome Gift Packs & Swag Bags
- 2 VIP & 6 General Admission Tickets
- Exclusive Employee & Customer Ticket Discount Codes

SILVER SPONSOR



- Choice of Toronto or Vancouver
- Inclusion in Photo Op
- Dedicated Spot on Event Day Board
- Banner Ad & Logo on Event App or E-Guide
- Banner Ad with Logo on website
- Feature in "Spotlight" Newsletter
- 2 Posts & Stories on meowfest Instagram
- Promotion in Swag Bags
- 4 General Admission Tickets
- Exclusive Employee & Customer Ticket Discount Codes

***10% DISCOUNT FOR ALL RETURNING SPONSORS & AN ADDITIONAL 5% OFF FOR PARTICIPATING IN TORONTO & VANCOUVER**

*TAX is applicable | All prices in Canadian dollars



Social Reach
3M+

Expecting over
3,000+
attendees

Forbes

Featured as one of
FORBES best festivals
in North America for
pet lovers.

All Sponsorship Packages include:

-  Prominent Marketplace Booth or On-site Signage
-  2 x 6 ft Tables + 2 Chairs
-  2 x Vendor Passes
-  Complimentary WiFi + Power
-  1 x Parking Spot
-  Option to Participate in Event Game
-  Logo and Click-through Link on Website
-  Dedicated Posts on @meowfestival
Twitter & Facebook



PLATINUM SPONSOR

- Choice of Toronto or Vancouver
- Marketing insert or your branded item inside up to 8,000 meowboxes
- Activity Category Exclusivity
- Feature Ad on Event Day Video Board
- Dedicated Spot on Event Day Board
- Banner Ad & Logo on Event App or E-Guide
- Banner Ad with Logo on website
- Feature in meowfest "Spotlight" newsletter
- 1 Post & Story on meowbox Instagram
- 1 meowbox TikTok Video
- 4 Posts & Stories on meowfest Instagram
- Primetime Spot on Workshop or Speaker Stage
- Promotion in Welcome Gift Packs & Swag Bags
- 4 VIP & 8 General Admission Tickets
- Employee & Customer Ticket Discount Codes

***10% DISCOUNT FOR ALL RETURNING SPONSORS & AN ADDITIONAL 5% OFF FOR PARTICIPATING IN TORONTO & VANCOUVER**

Social Reach
3M+

Expecting over
3,000+
attendees

Forbes

Featured as one of
FORBES best festivals
in North America for
pet lovers.

All Sponsorship Packages include:

-  Prominent Marketplace Booth or On-site Signage
-  2 x 6 ft Tables + 2 Chairs
-  2 x Vendor Passes
-  Complimentary WiFi + Power
-  1 x Parking Spot
-  Option to Participate in Event Game
-  Logo and Click-through Link on Website
-  Dedicated Posts on @meowfestival
Twitter & Facebook



GOLD SPONSOR

- Choice of Toronto or Vancouver
- Activity Category Exclusivity
- Dedicated Spot on Event Day Board
- Banner Ad & Logo on Event App or E-Guide
- Banner Ad with Logo on website
- Feature in meowfest "Spotlight Newsletter"
- 3 Posts & Stories on meowfest Instagram
- Promotion in Welcome Gift Packs & Swag Bags
- 2 VIP & 6 General Admission Tickets
- Employee & Customer Ticket Discount Codes

***10% DISCOUNT FOR ALL RETURNING SPONSORS & AN ADDITIONAL 5% OFF FOR PARTICIPATING IN TORONTO & VANCOUVER**

Social Reach
3M+

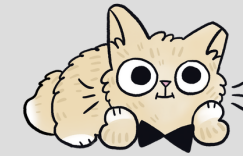
Expecting over
3,000+
attendees

Forbes

Featured as one of
FORBES best festivals
in North America for
pet lovers.

All Sponsorship Packages include:

-  Prominent Marketplace Booth or On-site Signage
-  2 x 6 ft Tables + 2 Chairs
-  2 x Vendor Passes
-  Complimentary WiFi + Power
-  1 x Parking Spot
-  Option to Participate in Event Game
-  Logo and Click-through Link on Website
-  Dedicated Posts on @meowfestival
Twitter & Facebook



SILVER SPONSOR

- Choice of Toronto or Vancouver
- Dedicated Spot on Event Day Board
- Banner Ad & Logo on Event App or E-Guide
- Banner Ad with Logo on website
- Feature in meowfest "Spotlight Newsletter"
- 2 Posts & Stories on meowfest Instagram
- Promotion in Swag Bags
- 4 General Admission Tickets
- Employee & Customer Ticket Discount Codes



meowfest 2023

Let's chat about how your company wants to be involved with
Canada's most anticipated feline festival and
Vancouver's only festival for the cat community.

Justine Cheng, Event Manager

Justine@meowfest.com

