

2024 DO WEST FEST

Make history by supporting
Do West Fest 2024

WHERE IT ALL COMES TOGETHER



**DO
WEST
FEST**

Do West Fest is celebrating its 11th year: **June 7, 8 & 9**

Three vibrant days of arts, music, dancing, food, drink and shopping between Lansdowne and Shaw, programmed by and for the community.

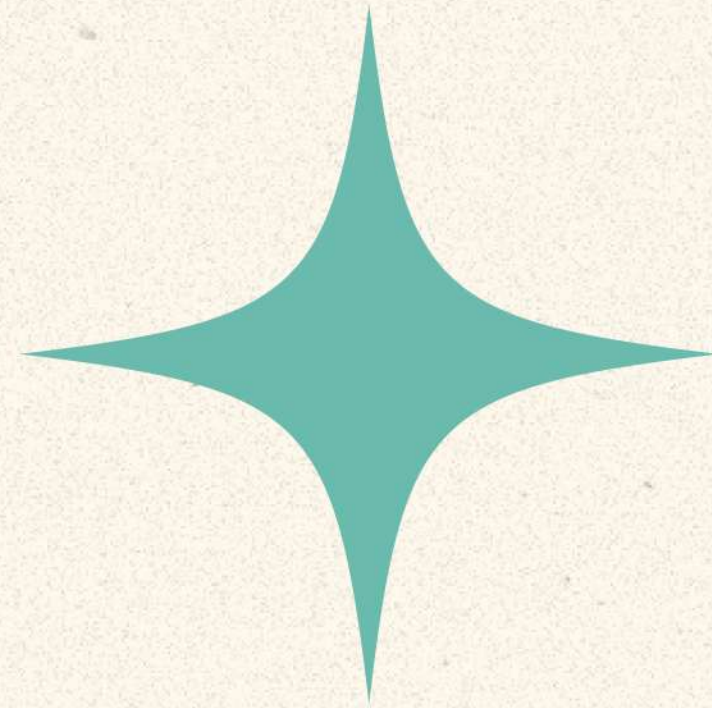
Do West Fest is looking for partners to invest in vibrant and inclusively minded communities.

Highlights

- 16 city blocks in downtown Toronto
- 10 festival performance areas
- 4 major stages w/ A-list performances
- 1 kids play zone
- 40 Licensed Patios
- 45 independent street-food vendors
- 12 arts installations



Many reasons to celebrate.



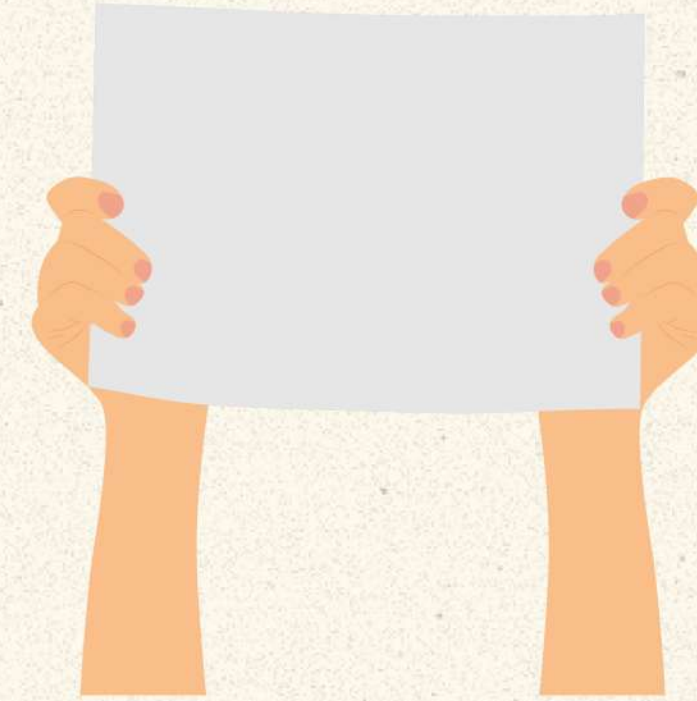
11 years

community-based festival



710,000+

2023 attendance



2,500

Posters distributed



12,000+

Instagram followers

Support Diversity

Do West Fest has a track record of working with a diverse team made up of more than 50% female or non-binary staff members. Through festival programming the festival supports local acts that represent the community and its diversity.

Targeted Demographics

Directly brand specific properties, both physical and virtual. Use event programming and digital technology to align your brand.

Tailored Media Access

Customize your presence in our media buys, publicity, and social media strategy.

Direct Contact: Sampling Opportunities

Interact with local consumers and take advantage of a constant flow and turnover of people.

Product Sales

Combine your sponsorship with points of sale for your products. Leverage your presence in order to extract maximum value from the festival.

Audience Survey Data-Sets

Obtain access to our 2024 on-site and online audience survey.

A Marketing Gold Mine

Directly reach over 750,000 people from all walks of life. Identify with local markets. Families during the day and adults in the evenings.

The Cool Factor

Surveys show that Do West Fest is the trendiest street party in Toronto. The neighbourhood was recently named 7th coolest neighbourhood in the world by Time Out Magazine.

Where it all comes together.

A Neighbourhood Made Up Of Music, Food, & Culture.

Many artists and arts enthusiasts, as well as independent restaurateurs and foodies reside in the **Little Portugal Toronto BIA** making it a vibrant meeting place and arguably the most culturally rich and diverse neighbourhood in the city.

Our neighbourhood was recently ranked 12th coolest neighbourhood in the world, by TimeOut Magazine.

The festival boasts four stages curated by two of the city's premiere venues and presenters. From hot world music at the Lulaworld Stage to the hip indie sounds at the Garrison Stage, the festival is a destination for music lovers in a music city.

This year, we are excited to celebrate and further collaborate with the Portuguese community, in honor of Portugal Day and Portugal month. To help us in these celebrations ACAPO (Alliance of Portuguese Clubs and Associations of Ontario), will be partnering with us to showcase Portuguese entertainment, culture, arts and crafts, and gastronomic experiences.

Do West Fest has very popular signature events. Show the world you nurture the arts, family activities, or healthy living by sponsoring one of these properties.

Lulaworld Stage.

Lulaworld is Lula Music & Arts and Lula Lounge's outdoor block party just west of Brock Ave. The stage features international talent, and is always full of revelers as the evening begins. The stage is in a licensed area.

Garrison Stage.

Year after year this is one of our most popular zones with adults in their 20s. The stage features indie rock talent and some of the hippest bands in Canada and beyond.

Art Installations.

A series of large art installations throughout the festival will animate the neighbourhood in new ways that leverage the talents of the local community.

Kids Zone.

Our kids zone, has craft activities, games, and a couple of bouncy castles set to a soundtrack curated by kids for kids.

Do West Museum.

An open air gallery highlighting Toronto and international street artists through curated and commissioned murals along Dundas West. A digital component augments your experience through virtual interactions.

Community Stage.

Across from the Kids Zone, the Community Stage features local and cultural performance groups historically linked to the Little Portugal neighbourhood, as well as the MusiCamp Youth.

Mini Pong Playzone.

Mini pong tables are fun for everyone. Facilitators welcome you, help you get a table and keep everyone content.

Festival Info Booth.

Our information booth serves as a hub for all your festival needs and a perfect place for your brand to be showcased.

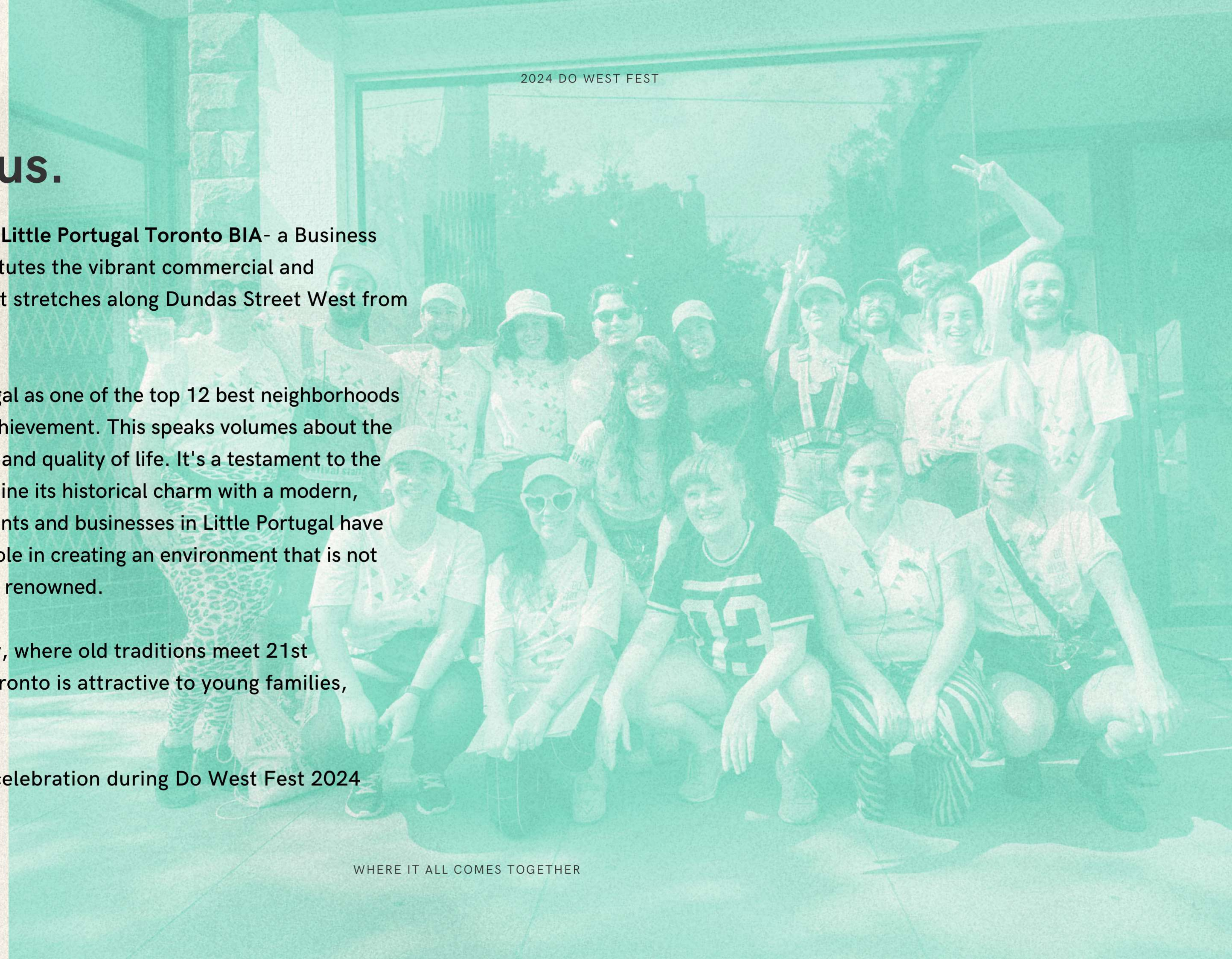
More about us.

Do West Fest is presented by Little Portugal Toronto BIA- a Business Improvement Area that constitutes the vibrant commercial and residential neighbourhood that stretches along Dundas Street West from Shaw Street to Sterling Road.

The recognition of Little Portugal as one of the top 12 best neighborhoods in the world is a remarkable achievement. This speaks volumes about the community's appeal, diversity, and quality of life. It's a testament to the neighborhood's ability to combine its historical charm with a modern, welcoming atmosphere. Residents and businesses in Little Portugal have undoubtedly played a pivotal role in creating an environment that is not only desirable but also globally renowned.

Culturally diverse and friendly, where old traditions meet 21st century styles, this area of Toronto is attractive to young families, artists and new Canadians.

Stay tuned for a momentous celebration during **Do West Fest 2024**



See you at the festival.

We look forward to including your organization as a partner of the **2024 Do West Fest.**



Contact:

AnaBela Taborda

Little Portugal BIA Board Director
chair.lpodbia@gmail.com

(416) 316-6979

LittlePortugalTorontoBIA.com