

# YORKVILLE MURALS

PRESENTED BY **romeo's**  
gin

AUGUST 27, 28, 29, 30, 2020 | TORONTO, CA  
YORKVILLEMURALS.COM | @YORKVILLEMURALS | #YORKVILLEMURALS

MURALS | INSTALLATIONS | EXHIBITIONS | SCREENINGS | PANELS | MUSIC | BLOCK PARTIES

# MISSION

Toronto's **Yorkville Murals** is an annual three-day cultural event that celebrates contemporary muralism and public art. Through the creation of artistic murals inside the courtyard of 99 Yorkville Ave, and the implementation of cultural activations across Yorkville, this project focuses on making the neighborhood a landmark in Toronto for contemporary muralism and an ultimate tourist destination.

MURALS | INSTALLATIONS | EXHIBITIONS  
SCREENINGS | PANELS | MUSIC | BLOCK PARTIES

LIVE PAINTING BY MATEO



INSTALLATION BY GHOST ATELIER





ARTIST OLA VOLO



BLOCK PARTY



ASTON MARTIN X WHATISADAM

ARE HIGH  
CHEERED



WHATISADAM MURAL  
FOR ROMEO'S GIN

## SOCIAL + MEDIA HIGHLIGHTS



**270,000+**

Facebook & Instagram Reach

**3,033+** Pageviews

Yorkville Murals Website, Month of September

**30 Million+**  
Media Impressions

**\$700,000**  
PR Value

### COVERAGE BY:

CBC

eTalk

CP24

Global News

The Morning Show

Tourism Toronto

Kiss 92.5

Narcity

Post City

BizBash

Bay Street Bull

Curiocity Toronto

View The Vibe

Auburn Lane

Bloor-Yorkville Business  
Improvement Area

# DEMOGRAPHICS + ATTENDANCE

**2,000 attendees**

Over three days during the 2019 edition

Yorkville Weekly Foot Traffic

**21k**

Age

**25-65**

Male

**55%**



Female

**45%**

Average Household Income

**\$185k+**



# PROGRAMMING



## MURALS

A well-curated mixture of local and international talent is showcased across the Yorkville neighborhood. Vibrant splashes of color and interesting imagery highlight previously blank walls, giving soul and positive energy to our surroundings.



## INSTALLATIONS

Yorkville is a canvas filled with interesting urban spaces. We explore the use of public sculptures, animated projections, and other cultural initiatives. We love to encourage creative connections between the artists, business owners, and our city.



## EXHIBITIONS

Our exhibition program takes the vision and artistic journey from our artists into a fun environment where cultural stimulation and critical discussion takes place. From art galleries to non-traditional spaces, our goal is to create as many educational environments where art can be celebrated.

# PROGRAMMING



## SCREENINGS

Films are a great way to inspire and ignite curiosity. Our screening program invites visitors to explore a thought-provoking selection of films that revolve around the values of Yorkville Murals.



## MUSIC

DJs and musical performers come together to amplify our visual experience. Throughout the duration of the festival, we curate an exciting music program that goes from DJs playing in the open air, to intimate sessions inside unconventional spaces.



## PANELS

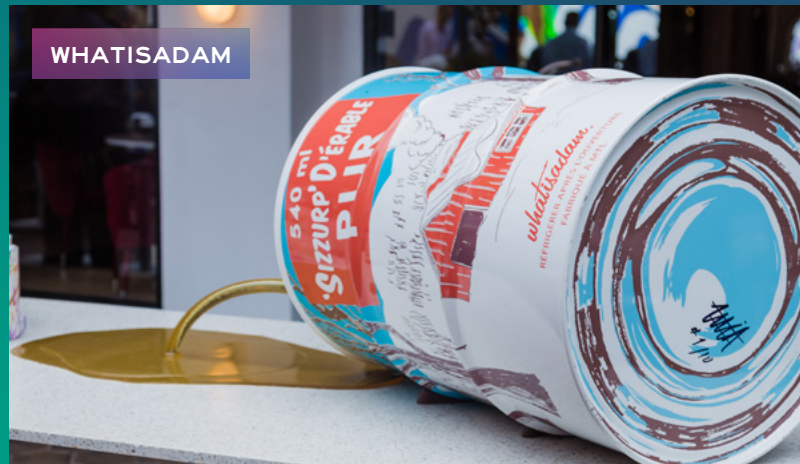
We invite the best in the business to share their ideas about culture. This is the perfect opportunity to create powerful links between the people that lead the most important cultural initiatives in Toronto and also offer guests a chance to ask them interesting questions.



## BLOCK PARTIES

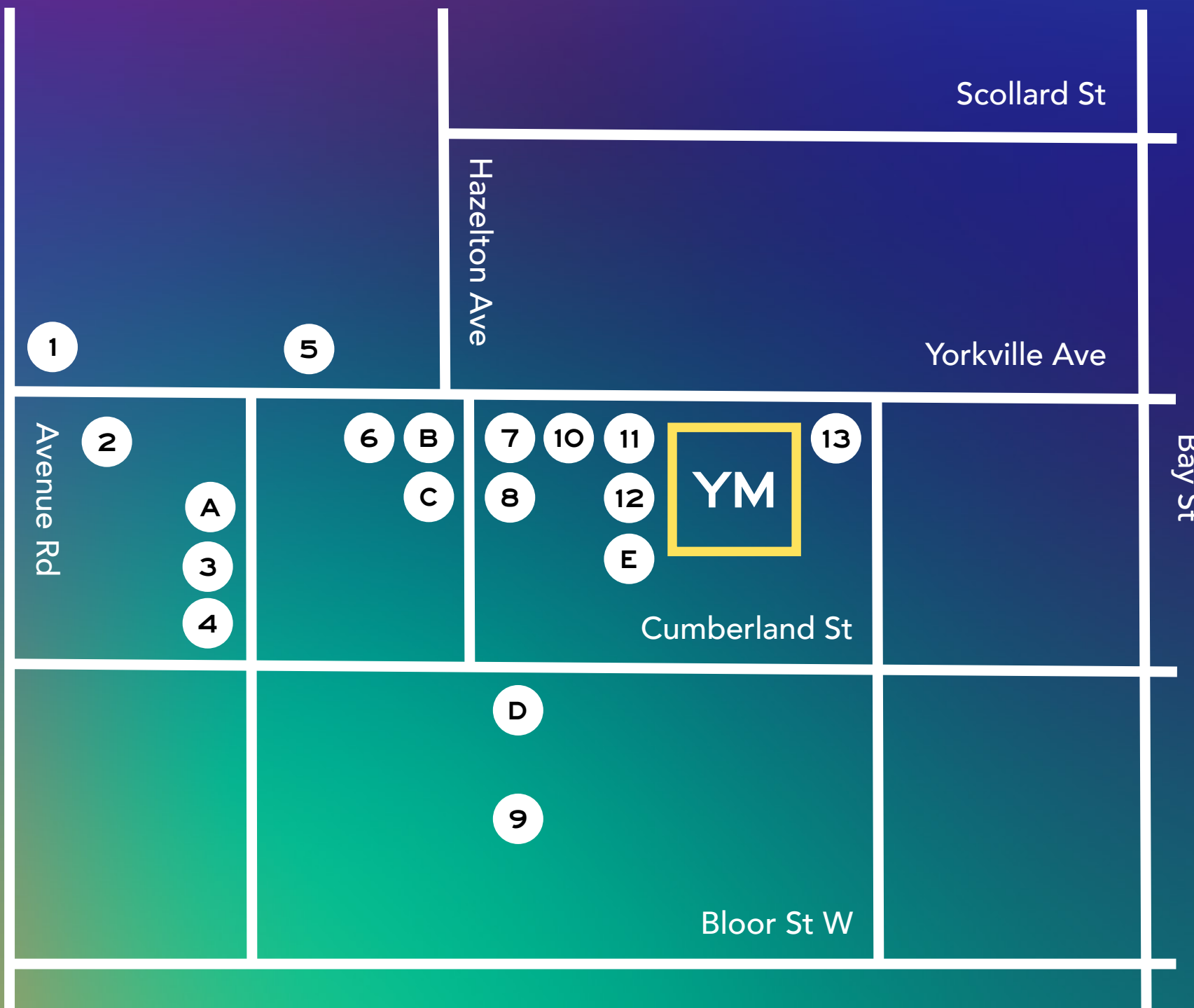
This is where it all comes together at once. Block parties are the perfect environments for socializing and celebrating our artistic values as a community. Lay back, have a drink, listen to some great music, and watch some of the best muralists in the world working live.

# 2019 ARTISTS



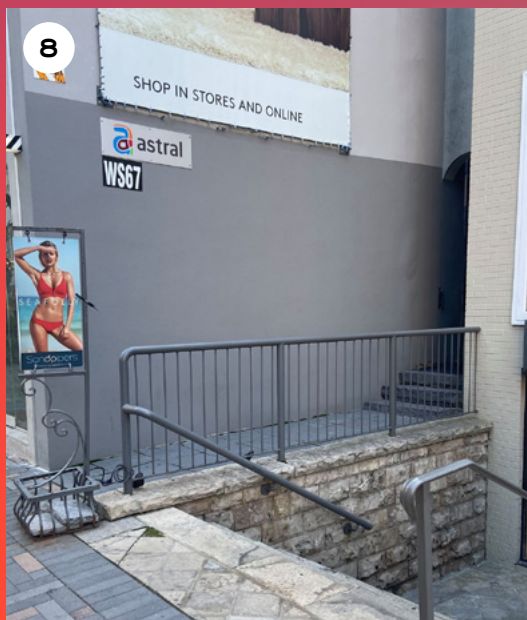


# 2020 SPACES OF INTEREST



# 2020 SPACES OF INTEREST: MURALS

As we expand our activities into the neighborhood of Yorkville, these are some of the spaces that interest us for murals, public sculptures or installations.



# 2020 SPACES OF INTEREST: PUBLIC INSTALLATIONS

As we expand our activities into the neighborhood of Yorkville, these are some of the spaces that interest us for murals, public sculptures or installations.



# SPONSOR TIERS

We want to work closely with our sponsors at every level. Our goal is to create meaningful cultural activations that align with the values of brands that support this beautiful public initiative.

## PRESENTING SPONSOR (1) ROMEO'S GIN

- Special press release announcing sponsorship distributed to local and national media.
- First tier logo placement in full media plan listed as presenting sponsor across all marketing materials.
- Curated mural or other type cultural activation representing brand values + promotional video for social media.
- Dedicated space for brand activation at 99 Yorkville Ave.
- Logo placement in the festival's main sign at the entrance of 99 Yorkville Ave.
- Link on event website.

## GOLD SPONSOR (2)

- Brand name inclusion in press release distributed to local and national media.
- Logo placement in full media plan listed as presenting sponsor across all marketing materials.
- Curated mural or other type cultural activation representing brand values + promotional video for social media.
- Dedicated space for brand activation at 99 Yorkville Ave.
- Logo placement in the festival's main sign at the entrance of 99 Yorkville Ave.
- Link on event website.

# SPONSOR TIERS

The content by Yorkville Murals is fun, meaningful, and exciting. This is a great opportunity for brands to collaborate directly with artists and inject new energy to their marketing campaigns.

## PREMIUM SPONSOR

- Brand name inclusion in press release distributed to local and national media.
- Logo placement in full media plan listed as presenting sponsor across all marketing materials.
- Mural or other type of cultural activation presented by sponsor on dedicated information sign + promotional video for social media.
- Logo placement in the festival's main sign at the entrance of 99 Yorkville Ave.
- Link on event website.

## COMMUNITY PARTNER

- Brand name inclusion in press release distributed to local and national media.
- Logo placement in full media plan listed as presenting sponsor across all marketing materials.
- Logo placement in the festival's main sign at the entrance of 99 Yorkville Ave.
- Link on event website.

ASTON MARTIN X WHATISADAM



ROMEO'S GIN | PRESENTING SPONSOR



CHRISTIAN LOUBOUTIN X ERIN ROTHSTEIN



# PREVIOUS PARTNERS

romeo's  
gm



CUMBERLAND  
Private Wealth



Christian  
Louboutin



Tagliatella  
Galleries

Sofia  
RESTAURANT  
AND BAR

SPACES.

VIEW  
the VIBE

annex



THE HAZELTON HOTEL

BLOORYORKVILLE

# CONTACT



## **ALAN GANEV**

Director

[alan@djtf.com](mailto:alan@djtf.com)

m: 514.827.4696

## **ROB LISI**

Sponsorship

[rob@inkentertainment.com](mailto:rob@inkentertainment.com)

m: 647.822.5473

## **ELAINE QUAN**

Public Relations

[elaine@inkentertainment.com](mailto:elaine@inkentertainment.com)

m: 416.707.9902

## **MICHAEL STEELE**

Project Development

[msteele@inkentertainment.com](mailto:msteele@inkentertainment.com)

m: 647.688.0539

**YORKVILLE MURALS**  
**99 YORKVILLE AVENUE**

**YORKVILLEMURALS.COM | @YORKVILLEMURALS | #YORKVILLEMURALS**