

**20  
24**



**WRESTLEFEST  
CANADA**

**SPONSORSHIP  
PACKAGE**

# ABOUT WRESTLEFEST CANADA

Held in Toronto, Wrestlefest Canada is Canada's largest LGBTQIA+ social gathering of people interested in wrestling, grappling, and combat sports. We are excited to return with an even bigger event this year after the success of the first Wrestlefest Canada in 2023, which attracted over 150 participants from around the world.

WWrestleFest Canada is entirely volunteer-run. Our organizing team passionately dedicates their time to putting on this event. Organizing an event on the scale of WrestleFest Canada involves multiple costs, such as web hosting fees, event space booking fees, and printing fees for posters at our events. Many of our organizers graciously pay out of pocket to make our events happen.

**By becoming a sponsor, you can help us create the best experience possible for attendees, promote your brand, and expand the wrestling community.**



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# OUR OBJECTIVES

Provide a forum for members of the LGBTQIA+ community and allies to connect, engage, and bond over shared interests

Increase awareness of wrestling and combat sports in the LGBTQIA+ community

Allow a chance for individuals who may not feel comfortable joining a traditional wrestling or martial arts school a chance to try the sport

Expand and grow for opportunities for LGBTQIA+ athletes interested in combat sports to connect and train with like-minded individuals

Promote all forms of wrestling and combat sports in a LGBTQIA+ friendly environment



# EVENT SCHEDULE

## FRIDAY, JULY 26

### KICKOFF PARTY - FLASH ON CHURCH - 5PM - 8PM

The kickoff party allows participants to meet in an informal setting. The event will be hosted by the Wrestlefest Canada organizing team and will include some social games to engage attendees and introduce wrestling to those new to it.

## SATURDAY, JULY 27

### OPEN MAT - BIRDHAUS - TIMES TBD (AFTERNOON)

The WrestleFest Canada organizing team is partnering with GrapplePit Toronto, which organizes kink-friendly grappling sessions open to all. The grappling sessions are held at the BirdHaus event venue, with a capacity for up to 60 participants. Costs will be covered through GrapplePit Toronto's ticket sales.

### PRO-WRESTLING WORKSHOP - TBD

The Wrestlefest Canada organizing team is excited to be exploring a partnership with Weekend Wrestling to organize a pro wrestling workshop. Weekend Wrestling produces high-quality, pro wrestling content aimed at the gay community. The workshop would be hosted by one of Weekend Wrestling's wrestlers. Costs would be shared between the Weekend Wrestling and the organizing team, partially covered through ticket sales. Your generous sponsorship will help us reduce costs for participants.

### LIVE WRESTLING & PARTY NIGHT - IMPACT LOUNGE - 8PM-3AM

The Live Wrestling and party night will feature an action-packed night of choreographed wrestling matches featuring our own Wrestlefest Canada crew. The event will be open to the general public, with live wrestling at 9:00pm and 11:30pm, and a DJ playing between matches. Venue and DJ costs will be covered through a cover charge, however your generous sponsorship will help us reduce costs for participants.



**SUNDAY, JULY 28**

## **SUNDAY BBQ SOCIAL - 3PM-5PM - THE BLACK EAGLE**

The Sunday BBQ Social will provide participants with an opportunity to connect one last time. It will be held in conjunction with The Black Eagle's weekly Sunday BBQ event, open to the general public.

# **2023 EVENT STATS**

**150**

REGISTERED PARTICIPANTS

FROM  
**17**

CANADIAN PROVINCES AND US STATES\*

FROM  
**4**

COUNTRIES WOLD-WIDE

**\$78k**

DIRECT ECONOMIC IMPACT ON THE CITY OF TORONTO\*\*

APPROXIMATELY

**5k**

UNIQUE IMPRESSIONS ON PROMOTIONAL CONTENT\*\*\*

**120%**

YEAR ON YEAR INCREASE IN WEB TRAFFIC IN 2024 COMPARED TO 2023\*\*\*\*

\* We are on track to surpass these numbers in 2024, with approximately 100 registrations from 24 Canadian provinces and US states and 5 countries as of April 8, 2024.

\*\* Economic impact numbers estimated based on City of Toronto Visitor 2019 Impact Study's average daily visitor spend, adjusted for inflation with an estimate of 100 overnight visitors. Figure is in Canadian dollars.

\*\*\* Unique impressions counted as views on Wrestlefest Canada website and Instagram page. We are on track to surpass this number in 2024 with approximately 2,600 unique impressions in Q1.

\*\*\*\* Measured in number of unique visitors to [www.wrestlefestcanada.com](http://www.wrestlefestcanada.com). 918 in Q1 2024 compared to 412 in Q1 2023.



















# 2024 EVENT COST BREAKDOWN

ITEM	COST	DESCRIPTION
<b>Web hosting fee</b>	<b>\$250 CAD</b> (\$180 USD)	12-month Wix light plan and domain registration
<b>Social media &amp; graphic design platform</b>	<b>\$150 CAD</b> (\$110 USD)	Used to promote events, provide a platform for WatchFighters creators attending to promote their releases, and design posters for the events.
<b>Pro wrestling training session</b>	<b>\$350 CAD</b> (\$260 USD)	<p>\$500 - pro ring rental &amp; setup                      \$600 - estimated facility rental costs                      \$300 - estimates insurance costs</p> <p>Anticipated cost sharing:                      75% Weekend Wrestling,                      25% Wrestlefest Canada</p> <p>Costs to be shared by Weekend Wrestling and Wrestlefest Canada, with Wrestlefest Canada's portion being covered through ticket sales. Your generous sponsorship will help us to reduce costs for participants.</p>
<b>DJ Rental</b>	<b>\$200 CAD</b> (\$150 USD)	For live wrestling party night.
<b>Wrestlefest Canada wristbands</b>	<b>\$200 CAD</b> (\$150 USD)	To be given for free to each participant.
<b>Posters &amp; printed materials</b>	<b>\$200 CAD</b> (\$150 USD)	To help direct participants at social events and advertise WresteFest Canada and MeetFighters to the general public.
<b>TOTAL COSTS</b>	<b>\$1,350 CAD</b> (\$1,000 USD)	



# SPONSORSHIP TIERS

	<b>CRUISERWEIGHT</b>  <b>\$100-\$500 CAD</b> (\$75 - \$370 USD)	<b>MIDDLEWEIGHT</b>  <b>\$501-\$999 CAD</b> (\$371 - \$739 USD)	<b>HEAVYWEIGHT</b>  <b>\$1000 CAD+</b> (740USD+)
Name and logo on sponsorship page of Wrestlefest Canada website			
Name and logo on social media thank you post			
Dedicated social media posts			
Logo on event posters			
QR Code on event posters			
Logo on front page of Wrestlefest Canada website			

**THANK YOU  
FOR YOUR SUPPORT**



**WRESTLEFEST  
CANADA**

## **CONTACT US**



[wrestlefestcanada@gmail.com](mailto:wrestlefestcanada@gmail.com)



[@wrestlefestcanada](https://www.instagram.com/wrestlefestcanada)

## **MORE INFORMATION**



[www.wrestlefestcanada.com](http://www.wrestlefestcanada.com)

