

The background of the poster is a photograph of a diverse group of people at a community event. In the center, a woman with her hair in a bun and wearing a white long-sleeved shirt has her right arm raised in a celebratory gesture. To her left, a man in a black t-shirt with 'BLUE JAYS' printed on it is also visible. To the right, a person is wearing a mask that looks like a rooster's head. The scene is set in a large, open hall with a high ceiling and industrial-style lighting. The overall atmosphere is one of joy and community.

UNITY FEST

JUNE & JULY 2023

UNITY CHARITY IS A NATIONAL NON-PROFIT
THAT USES HIP HOP ART FORMS TO PROMOTE
RESILIENCE AND WELL-BEING AMONG YOUTH,
BUILDING HEALTHIER COMMUNITIES.

TO LEARN MORE ABOUT UNITY'S PROGRAMS
FOR YOUTH AND EMERGING ARTISTS, PLEASE
VISIT [UNITYCHARITY.COM](https://unitycharity.com)

ABOUT UNITY CHARITY





ABOUT UNITY FEST

- GOING INTO ITS **15TH YEAR**
- EMERGING ARTISTS PRESENT HIGH-QUALITY PERFORMANCES ALONGSIDE ESTABLISHED ARTISTS; ACTS AS A 'GOAL POST' FOR YOUTH IN UNITY PROGRAMS
- ORIGINALLY FOCUSED IN THE GTA - NOW EVENTS SPAN ACROSS THE COUNTRY
- **75+ ARTISTS AND YOUTH FEATURED ANNUALLY**
- **1,500 AVG IN-PERSON ATTENDANCE**
- **50,000+ VIEWERS REACHED** THROUGH LIVE STREAMS & POST-EVENT CONTENT SHARING IN LAST 2 YEARS



CLICK HERE TO SEE UNITY FEST

RECAPS AND PERFORMANCES

UNITY FEST '23:

WHAT'S ON DECK



TIMELINE AND EMERGING ARTIST PATHWAY

'Hip Hop meets mental health' programs delivered in partnership with over 30 community organizations across NS, ON, and MB

**WEEKLY PROGRAMS
FOR YOUTH
(JAN TO JUN 2023)**

**UNITY COMMUNITY
SHOWCASES
(JUNE 2023)**

6 Community Showcases across NS, ON, and MB will create opportunities for youth in Unity's weekly programs to showcase and battle

Stand out performers and battle winners will be presented by Unity at partnered events across NS, ON, MB

**UNITY PARTNERED
EVENTS
(JUN & JUL 2023)**

The culmination of our programs, showcases, & partnered events. Happening in Toronto, artists from NS and MB will flown in to showcase and compete

**UNITY FEST '23:
THE BIG EVENT
(JULY 22, 2023)**

WHAT WE CAN DO TOGETHER

SPONSORSHIP OPPORTUNITIES

UNITY COMMUNITY SHOWCASE SPONSOR -
RECOGNITION OPPORTUNITIES IN HALIFAX,
TORONTO, WINNIPEG

PARTNERED EVENTS SPONSOR - SUPPORT
MULTIPLE COMMUNITY ORGS AT ONCE AND
RECEIVE RECOGNITION AND ACTIVATION
OPPORTUNITIES IN HALIFAX, TORONTO, WINNIPEG

BATTLE SPONSOR - BREAKING & ALL-STYLES
DANCE, BEATBOX, MC, AND MORE!

CUSTOMIZED SPONSOR TITLE AND PACKAGE -
LET'S EXPLORE YOUR PRIORITIES AND WHAT
WOULD BE MOST ENGAGING FOR THE UNITY
AUDIENCE!

RECOGNITION & ACTIVATION OPPORTUNITIES

ALL SPONSORS RECEIVE:

- LOGO PLACEMENT ON ALL UNITY FEST '23 MARKETING COLLATERAL & CONTENT SHARED FOR WEEKS AFTER THE EVENT
- EXCLUSIVE TICKETS TO A VIP RECEPTION ON FRIDAY, JULY 21ST
- EVENT DAY VOLUNTEER OPPORTUNITIES
- VERBAL RECOGNITION FROM THE STAGE AT EVENTS

BEGINNING AT \$5,000 LEVEL, SPONSORS RECEIVE THE ABOVE, PLUS:

- ACCESS TO UNITY'S AUDIENCE FOR DIGITAL PROMOTIONS
- PRODUCT DISTRIBUTION OR DEMO AT CULMINATING EVENT IN TORONTO

BEGINNING AT \$10,000 LEVEL, SPONSORS RECEIVE THE ABOVE, PLUS:

- INDUSTRY EXCLUSIVITY
- DEDICATED ANNOUNCEMENT ACROSS ALL DIGITAL CHANNELS (SOCIAL MEDIA, WEBSITE, E-BLAST)
- ORIGINAL, BRANDED CONTENT CREATION



UNITY'S AUDIENCE

- GEN Z, MILLENNIALS, GEN X
- 64% OF AUDIENCE, 25-44
- EXECUTIVES, YOUNG PROFESSIONALS, MULTICULTURAL PRODUCERS AND CREATIVES, ARTISTS
- TASTEMAKERS / INFLUENCERS IN MUSIC, VISUAL ART, DANCE, FASHION, STREETWEAR
- GAMERS, TECH LOVERS AND EARLY TECH ADOPTERS
- HIP HOP HEADS

UNITY'S AUDIENCE

GENDER

51% Female

49% Male

AGE

25% 18-24

45% 25-34

19% 35-44

INCOME INDICATORS

23% earn more than \$100,000 per year

24% own homes valued at over \$500,000

86% are post-secondary graduates

CONSUMER HABITS

76% purchase premium brands

20% like to be the first to buy new media technologies

82% attend sporting events

95% attend festivals and concerts

WIRELESS SERVICES AND DEVICES

38% Rogers

23% Bell

21% Telus

49% use iOS devices

20% use Android devices

UNITY'S MARKET REACH

FACEBOOK

9.5K Page Followers, Over 2K Organic Post Reach, 1.2K Page Views, 86 post engagements

TWITTER

6.5k Followers, 12k Tweet Impressions, 53 Mentions

INSTAGRAM

Over 6000 Followers, Avg of 50k post/story impressions per month, Avg of 2500 post interactions per month

SOCIAL MEDIA PROMOTIONS

Total projected reach of 78,000+ and 140,000+ impressions

UNITYCHARITY.COM

34k unique visitors, 104k pageviews per year

PRINT ADS

1.24 Million total estimated reach through print ads

CONTACT US

LET'S CONNECT AND
GET CREATIVE!

GET IN TOUCH AND LET'S TALK ABOUT
HOW WE CAN WORK TOGETHER

CATIE PRIMEAU
DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

EMAIL ADDRESS
CATIE.P@UNITYCHARITY.COM

PHONE NUMBER
(416) 569-0566