

40TH ANNUAL

PELHAM ART FESTIVAL

SPONSORSHIP OPPORTUNITIES



MAY 7-9, 2027

MERIDIAN COMMUNITY
CENTRE, FONTHILL

MAY 1-31, 2027

ONLINE
[PELHAMARTFESTIVAL.COM](https://pelhamartfestival.com)

Be Part of Our 40th Celebration

In 2027, the Pelham Art Festival celebrates its 40th anniversary. Together we can make it an event to remember.

For four decades, PAF has connected artists with art lovers while raising more than **\$600,000** for the Lincoln Pelham Public Library, scholarships, and community projects.

Your sponsorship puts you at the heart of it.

Partner with one of Ontario's premier art festivals and connect your brand with 90+ juried artists, thousands of visitors, year-round online exposure, and a community that values the arts.

With special 40th anniversary initiatives planned throughout the year, 2027 offers sponsors even more opportunities to be seen, recognized, and celebrated.

pelhamartfestival.com



Meridian Community Centre, Fonthill

BY THE NUMBERS

IN PERSON FESTIVAL

MERIDIAN COMMUNITY CENTRE, MAY 8-10, 2026



2026 FESTIVAL
ATTENDANCE

2,700



PRINT MATERIAL
DISTRIBUTED

8,900



2026 JURIED
ARTISTS

114

ONLINE FESTIVAL

WEBSITE NUMBERS FOR MONTH OF MAY, 2026



WEBSITE VISITORS

7,413



UNIQUE VISITORS

7,400



PAGE VIEWS

62,673

SOCIAL MEDIA FESTIVAL ADS

MAY 1- MAY 15, 2026



REACH

158,124



PAGE ENGAGEMENT

30,762



ADVERT CLICKS

10,744

PAF SOCIAL MEDIA

2026 STATS



FOLLOWERS

1,611



FOLLOWERS

1,679



ORGANIC VIEWS

106,530

SPONSORSHIP OPPORTUNITIES



PLATINUM

The Platinum Sponsor will be **predominantly featured** in all print and online marketing communications.

Predominant logo in festival program

Predominant logo displayed on in-person show sponsor board

Featured Platinum sponsor recognition on website, print & promotional material

Logo and live link on PAF webpage for 12 months

Business Spotlight, plus 2 posts & highlight on PAF social media

Artist work on loan for 30 days

6 invitations to opening night reception

6 in-person show passes

\$2,000



GOLD

Gold Sponsors will be **prominently featured** in all print and online marketing communications.

Prominent logo in the festival program

Prominent logo displayed on in-person show sponsor board

Gold sponsor recognition on website, print & promotional material

Logo and live link on PAF webpage for 12 months

2 social media posts and highlight showcasing your business

4 invitations to opening night reception

4 in-person show passes

\$1,500



SILVER

Silver Sponsors will be acknowledged by logo in all print and online marketing communications.

Logo displayed in the festival program

Logo displayed on sponsor board at in-person show

Logo and live link on PAF webpage for 12 months

Social media post & highlight featuring your business

4 invitations to opening night reception

2 in-person show passes

\$1,000



BRONZE

Bronze Sponsors will be acknowledged by logo in print and online marketing communications.

Logo listed on festival program

Sponsor acknowledged by logo at in-person show

Logo and live link on PAF webpage for 12 months

Social media mention with festival supporter post

2 invitations to opening night reception

2 in-person show passes

\$500

Sponsorship Deadline: To meet printing deadlines, all sponsors must be confirmed and payment completed by **March 1, 2027**.

SCHEDULE

01
MAR

SPONSORSHIP DEADLINE

To meet print and promotional deadlines, sponsorships must be confirmed and paid in full by March 1, 2027.

02
APR

WEBSITE PROMOTION

Sponsor recognition begins on the Pelham Art Festival website and continues for one year. Promotion includes live links to sponsor pages.

01
MAY

ON LINE SHOW & SALE

The Online Show & Sale opens May 1, drawing visitors to our website throughout the month to discover and shop participating artists.

07
MAY

OPENING NIGHT RECEPTION

An evening of live music, wine, and food celebrating our 40th Festival, with sponsor recognition during the opening ceremonies.

7-9
MAY

40th ANNUAL FESTIVAL

MCC hosts one of Ontario's most prestigious art shows and sales, with demonstrations, live music, and award presentations

01
JUN

PAF ONLINE GALLERY

Artist galleries remain on the Pelham Art Festival website for the rest of the year, along with ongoing sponsor recognition.



Sponsor an Artist Award for \$200

PAF recognizes exemplary artistic work through its prestigious Artist Awards, judged by art educators, gallery owners, and experienced guest curators.

Sponsors receive recognition on the Pelham Art Festival website alongside the Artist Award winners, celebrating your support of artistic excellence and the arts community.

[View Artist Award Winners](#)



Mayor's Award

Best of Painting*

Best of Photography*

Best of 2D*

Best of 3D*

Best of Mixed Media*

Best of Fine Craft & Design*

Best of Theme

Best of Youth Artists

Best of Abstract

People's Choice Award

Best of Architecture

Best of Animals

Best of Drawing

Best of Figurative

Best of Floral

Best of Landscape

Best of Nature

Best of Portraiture

Best of Seascape

*Curated Awards Selected by experienced guest curators who bring professional insight & artistic expertise.

The award includes a cash prize presented directly to the winning artist, with a portion supporting the Pelham Art Festival.

Thank You



As we prepare to celebrate the 40th anniversary of the Pelham Art Festival, we are incredibly proud to reflect on four decades of bringing artists, art lovers and our community together.

This milestone would not be possible without the dedication of our volunteers, the support of our community, and the generosity of you, our valued sponsors. Your partnership helps create a vibrant Festival where artists connect, creativity thrives, and our community benefits from the funds we raise.

The Festival's impact reaches far beyond the gallery walls. **Thanks to your support**, more than \$600,000 has been raised for the Lincoln Pelham Public Libraries, student scholarships, and community arts initiatives.

Thank you for believing in the Festival, supporting the arts, and helping us make a difference in our community.

CONTACT US

As a Pelham Art Festival Sponsor, you will be supporting the continued growth and success of the festival, the visual arts and artists in the Niagara Region. You will also receive valuable exposure to the thousands of in-person and on-line visitors to the festival.

For more information please contact:

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Sponsorship Coordinator

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@pelhamartfestival