



Partner with a Trusted Brand

Toronto Garlic Festival reaches thousands of on-site festival visitors and millions online who trust what we stand for. Enjoy exclusive opportunities for brand-building, marketing, and sharing your CSR initiatives.



All pics in this doc are courtesy Toronto Garlic Festival





WELCOME TO TORONTO
GARLIC FESTIVAL



People in Every Culture and Every Cuisine Love Garlic

After water and salt garlic is the most used ingredient worldwide. In every culture it has strong emotional connections, which Festival founder, Peter McClusky, researched in his book, Ontario Garlic: The Story from Farm to Festival (History Press). It is ideally suited as an emblem of Canadian cultural diversity.

"This important event heightens the understanding of the work of Ontario farmers and brings together the fabric of our diverse communities...the wonderful opportunities to see this product used in so many different ways does much to connect our common interests and all of us...the festival brings an eclectic group together: farmers, gardeners, chefs, scientists, health experts and many others. It is more than it seems..."

Michael Tibollo, Associate Minister of Mental Health and Addictions



The Toronto Garlic Festival celebrates the Ontario garlic harvest where food, farming, and culture unite. 80 Vendors include farmers selling garlic and chefs cooking with garlic. Thousands of visitors enjoy live music and presentations, while the Garlic Poet Laureate, Black Garlic Desserts, the Garlic Breath Contest and the Vampire Costume Contest and Farmers' Breakfast add unique elements to the Festival experience.

Since 2011, we have partnered with business and community leaders—from the Ontario Science Centre and Toronto Public Library to Farm Boy and Therabreath, offering opportunities in Brand Building, Marketing, Product Launch and Sales, and Thought Leadership and Community Engagement.

What makes this opportunity special?

- Join in the celebration of Canadian unity through the universal love of locally grown garlic
- Opportunity to promote and sell new products and create new leads
- Benefit from Immersive Brand Experiences that directly engage consumers
- Enjoy June to October online marketing customized to your target market
- Share your CSR values and Thought Leadership
- Enjoy preferential ad rates through our partner, Dupont by the Castle BIA





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2nd GIFT 50 SHADES OF GARLIC



Festival Overview

- Toronto Garlic Festival shorted in 2011 and is a not-for-profit. In 2024 it partnered with Dupont By the Castle Business Improvement Area
- Festival Date: Sunday, September 28, 2025
- Location: Spadina Road is closed from Davenport Rd to Dupont St
- Volunteers: 120
- Projected Visitors: 12,000
- Online and Street Marketing Campaign from May to Oct, 2025: planned reach of 6 million.

Attractions:

- 80 vendors and activities showcasing Ontario-grown garlic, Dupont by the Castle BIA businesses, and artisanal products. Garlic-themed foods, including Roasted Corn with Garlic Butter Garlic Ribs, Black Garlic Beer and black garlic and chocolate desserts Live music, storytelling, and fascinating talks.



Our Audience

Toronto Garlic Festival reaches a coveted audience—affluent, urban, culturally diverse, and eco-conscious. Since 2011 they have a growing trust in the Toronto Garlic Festival brand, and by association, its partners.

Demographic Highlights

- **Education:** 28% hold a bachelor's degree
- **Income:** Average household income is \$110,000, 17% higher than the general population
- **Diverse Age Representation:** 58% of attendees are 35–74, 19% are under 35, and 11% are over 75.

Transportation

- **Highly Transit-Connected Audience:** 23.4% of attendees use public transit. Attendees are 17% less likely to drive alone than the general population, **Lower Car Dependency:** aligning with sustainable and urban-focused brands

Cultural & Diversity Insights

- 35% of attendees are immigrants, making them 59% more likely to be newcomers than the general population
- Nearly 10% speak a language other than English or French, presenting opportunities for multicultural engagement
- Higher representation of visible minorities, including **Asian (24%) and Black (6%) populations**, compared to the general population





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Marketing & Media Plan

We leverage a comprehensive marketing strategy to ensure extensive exposure for our partners.

Multi-Channel Campaigns Include:

- **Outdoor Advertising:** TTC Ads
- **Print:** Postcards distributed to local residents, location (quantity TBD)
- **Online Listings:** Your business name included in platforms like BlogTO and the City of Toronto Events page (depends on the selected package)
- **Social Media:** Targeted paid ads, influencer collaborations, and contests
- A tailored media campaign with coverage in major local media outlets

As seen in:





Opportunity Packages

We offer packages tailored to your goals. Packages include naming rights and/or logo placement and mentions in festival ad campaigns reaching hundreds of thousands of viewers and on-site placement. The described items are not final; the formal agreement detailing customized deliverables will be the sole binding agreement.

Presenting Sponsor: Toronto Garlic Festival Presented By <Your Business Name>

Showcase your brand as the exclusive 'Presented By' sponsor of the Toronto Garlic Festival, aligning with local food, culture, and community. Details to be discussed.

Live Music Stage Presented by <Your Business Name>

The festival's Live Music Stage offers continuous performances by local musicians, creating a vibrant atmosphere celebrating Toronto's diverse music scene. Participation includes prominent branding on stage signage and mentions during performances, ensuring high visibility throughout the event, plus online promotion tailored to your demographic.

Projected Reach: 12,000 on-site; 150,000 online

Fee: Starting at \$5,000





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Kids Corner Presented by <Your Business Name>

Kid's (and adults) enjoy story-telling, a reading nook, face painting and garlic-themed activities.

Projected Reach: 12,000 on-site; 150,000 online

Fee: Starting at \$5,000

Virtual Reality Garlic Farm Tour

Visitors donning VR goggles take a relaxing 3-minute tour of an Ontario garlic farm.

Fee: Starting at \$2,000

Garlic Poet Laureate Presented by <Your Business Name>

Adding a literary element to the festival, a local poet crafts personalized garlic-themed poems for attendees.

This unique experience enriches the festival's cultural offerings. Participation includes recognition in the poet's area and mentions in related promotions, highlighting your support for the arts.

Projected Reach: 12,000 on-site; 200,000 online

Fee: Starting at \$2,000



Urban Garlic Growers' Competition Presented by <Your Business Name> (New this Year!)

New this year! City gardeners showcase their finest garlic bulbs, competing for the coveted blue ribbon. This competition highlights urban agriculture and sustainable practices. Participation offers branding opportunities at the competition site, recognition during the award ceremony, and how-to-grow garlic branded videos, positioning your brand as a supporter of local growers.

Projected Reach: 12,000 on-site; 300,000 online

Fee: Starting at \$5,000

Garlic Breath Contest Presented by <Your Business Name>

A unique and humorous challenge where brave attendees compete to measure who has the most potent garlic breath, quantified in parts-per-billion. This contest draws significant attention and media coverage. Participation includes branding at the contest area and mentions in related press materials, associating your brand with this memorable festival highlight.

Projected Reach: 12,000 on-site; 200,000 online

Fee: Starting at \$5,000





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Farmer's Garlic Bulb Cracking Contest Presented by <Your Business Name>

Participants race to separate garlic bulbs into cloves in the shortest time, assisting Ontario garlic farmer Marchand Lamanre to prepare for planting. This hands-on activity emphasizes community involvement and agricultural education. Participation provides branding at the contest site and acknowledgment during the event, and online showcasing your support for local agriculture.

Projected Reach: 12,000 on-site; 300,000 online

Fee: Starting at \$3,000

Garlic Bowling Competition Presented by <Your Business Name>

New this year! A playful game where attendees attempt to knock down garlic-bulb shaped pins, adding a fun twist to traditional bowling. This activity appeals to all ages, encouraging friendly competition. Participation includes branding on game equipment and signage, enhancing your visibility among festival-goers.

Projected Reach: 12,000 on-site; 200,000 online

Fee: Starting at \$4,000



Culture Talks

Garlic Art Workshop Presented by <Your Business Name> Led by a local artist, this workshop invites attendees to create garlic-inspired artwork, fostering creativity and community engagement. participation offers branding opportunities within the workshop space and on promotional materials, aligning your brand with arts and culture initiatives.

Projected Reach: 12,000 on-site; 200,000 online

Fee: Starting at \$2,000

Farmers' Breakfast Presented by <Your Business Name> (New this Year!)

Before the festival begins, a hearty breakfast is served at the Festival site to farmers and vendors, who travel up to 4 hours from across Ontario. This gathering fosters community and appreciation for our rural partners. Participation includes the opportunity to be a "Farmers' Breakfast Chef" and branding at the breakfast venue and acknowledgment in festival communications, demonstrating your commitment to supporting local producers.

Projected Reach: 12,000 on-site; 500,000 online

Fee: Starting at \$5,000





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Raw Garlic Shot Station Presented by <Your Business Name>

For adventurous guests, this station offers samples of free raw Ontario-grown heirloom garlic, providing a healthful kick and an authentic garlic experience. Participation includes branding at the station and online mentions including in event calendars.

Projected Reach: 12,000 on-site; 200,000 online

Fee: Starting at \$3,000

Volunteer Team Presented by <Your Business Name>

Dedicated individuals including event management and culinary students assist in festival operations, ensuring a smooth and enjoyable experience for all attendees. Participation includes your logo on volunteer aprons and recognition in volunteer-related communications, showcasing your support for community involvement.

Projected Reach: 12,000 on-site; 200,000 online

Fee: Starting at \$4,000

Green Team Presented by <Your Business Name>

After the festival, surplus garlic bulbs are donated to community gardens across the city, promoting urban agriculture and food security. participation includes recognition in donation announcements and branding on related materials, highlighting your commitment to community support and sustainability.

Projected Reach: 12,000 on-site; 200,000 online

Fee: Starting at \$3,000

Testimonials

"The atmosphere was great. The attendees were extremely engaged. We distributed more printed materials than we normally do – in some cases in multiples of 10! Food sales also met our expectations."--**Philly Markowitz, Grey County Economic Development, Local Food**

"I can honestly say that I have never spoken with so many inquisitive and engaged festival attendees and I even ran out of sustainable seafood information because the festival was in such a high attendance. Congratulations on such a successful event and I hope Ocean Wise can be involved in the future."--**Isabella Sulpizio, Ocean Wise Coordinator, Eastern Canada**

"... it's extraordinary. You get thousands of people coming through. They're exchanging recipes. They have different products that use garlic and talk about...there's an education piece to it...There's a whole piece around the celebration of different culture and heritage"--**Michael Coteau, Minister of Tourism, Culture and Sport**

"The feeling is so warm and positive to acknowledge the comments and complements from people from all over the Globe swarming the growing and diverse Toronto Garlic Festival each and every year."--**Farmers Bob & Irene Romaniuk, Brant County Garlic Co, Scotland, Ontario**

"Congratulations on conceiving of and executing to an ever higher standard these past few years. It is a great concept and one that, thankfully has growing meaning for citizens of our fair city. Have a great year!"--**Chef Jamie Kennedy, Jamie Kennedy Kitchens**

The Toronto Garlic Festival is one of the only festivals in Toronto where I really felt appreciated as an artist 😊💖. And they really appreciated all the artists!! The way everything was scheduled, done, compensated and even the goodie bags of garlic and garlic things was so nice too 💖💖💖 I loved DJing there, seeing the other performers eating DELICIOUS food and seeing all the cool possibilites with garlic 😊😊😊--**DJ Flavia Abadía**



Join Us

We'd love to create a tailored promotional partnership package that aligns with your goals. Let's work together to make a lasting impact.

Contact:

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Festival Founder

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Ontario garlic is grown in the traditional territory of the Attawandaron (Neutral), Anishinaabeg and Haudenosaunee peoples, unceded Algonquin territory and most recently, the territory of the Mississaugas of the Credit First Nation and the Métis.

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