

# BOARDWALK PLACE



## 2020 PARTNERSHIP OVERVIEW SUNSET LOUNGE - BOARDWALK PLACE

Toronto Eastern Beaches and Boardwalk  
TORONTO • ONTARIO • CANADA  
[www.BoardwalkPlace.ca](http://www.BoardwalkPlace.ca)

## What is Sunset Lounge?

Sunset Lounge is a day and night event oasis, centered around a hot sandy beach and cool lake water. Patrons enjoy a resort like atmosphere with Live Entertainment, Latin Dance Nights and themed activation's, including night volleyball on illuminated courts. Featuring luxury lounge, bar & grill amenities, transforming the Toronto Eastern Beaches into a destination getaway for all visitors.

**85%**

24-44 YR

**50%**

Female

**1,000**

Activations

**75K**Post Event  
Parties**50K**Likes, Comments  
and Shares**2.5M**Pedestrians  
Traffic**200K**

Connections

**100K**

Spectators

## PARTNER OPPORTUNITIES

Boardwalk Place creates unique opportunities to incorporate brands into daily beach and parkland activities. Partnerships are customized to support your specific brand objectives towards a captive audience and event spectators. Boardwalk Place has developed Sunset Lounge as an interactive sponsored area, designated to cater beach patrons and event participants of all ages.

### Opportunities Include:

- ✓ Activation Booth/Area
- ✓ Customized Brand Programming in Sunset Lounge (branded entrance, area, equipment, merchandise, activations)
- ✓ Digital Communications & Promotions (website, email and social channels)
- ✓ PA Announcements, Prizing & Promotions
- ✓ Sampling Opportunities (100k participants + 100k spectators)
- ✓ Lead Generation
- ✓ Hospitality at Events

### Partnership Opportunities

Range from \$15,000 to \$150,000

## WHO WE ARE

Boardwalk Place is an event and marketing company, that is made up of a passionate team who thrive on delivering a best in class hospitality experience for our Guests, Brand Ambassadors, Partners, Suppliers and of course our thousands of Community Members and Beach Participants! We focus on delivering creative, fun and innovative hospitality services for events at Sunset Lounge, and surround areas located in the Eastern Beaches, Woodbine Beach, Ashbridge's Bay and Parkland.

For more information on partnership opportunities **please contact: David Valente** (416) 909-6979 **David@BoardwalkPlace.ca**

**2020 Schedule May to Sept**

<b>Activation</b>	<b>Audience</b>
Sunset Lounge	75,000
Victoria Day & Fireworks	100,000
ABBV Leagues	10,000
Canada Day & Fireworks	150,000
OVA Beach Tour	30,000
VC Beach Nationals	50,000
Heatwave for SickKids	50,000
Jamaica Summer Games	10,000
Various Community Events, Walks & Runs	50,000
Impressions & Sampling Opportunities	2.5M

