

# HARBOURFRONT CENTRE

Harbourfront Centre's dedication to  
nurturing our lakefront community  
+ **your brand's** mission to create  
compelling consumer experiences

## ACTIVATION OPPORTUNITY

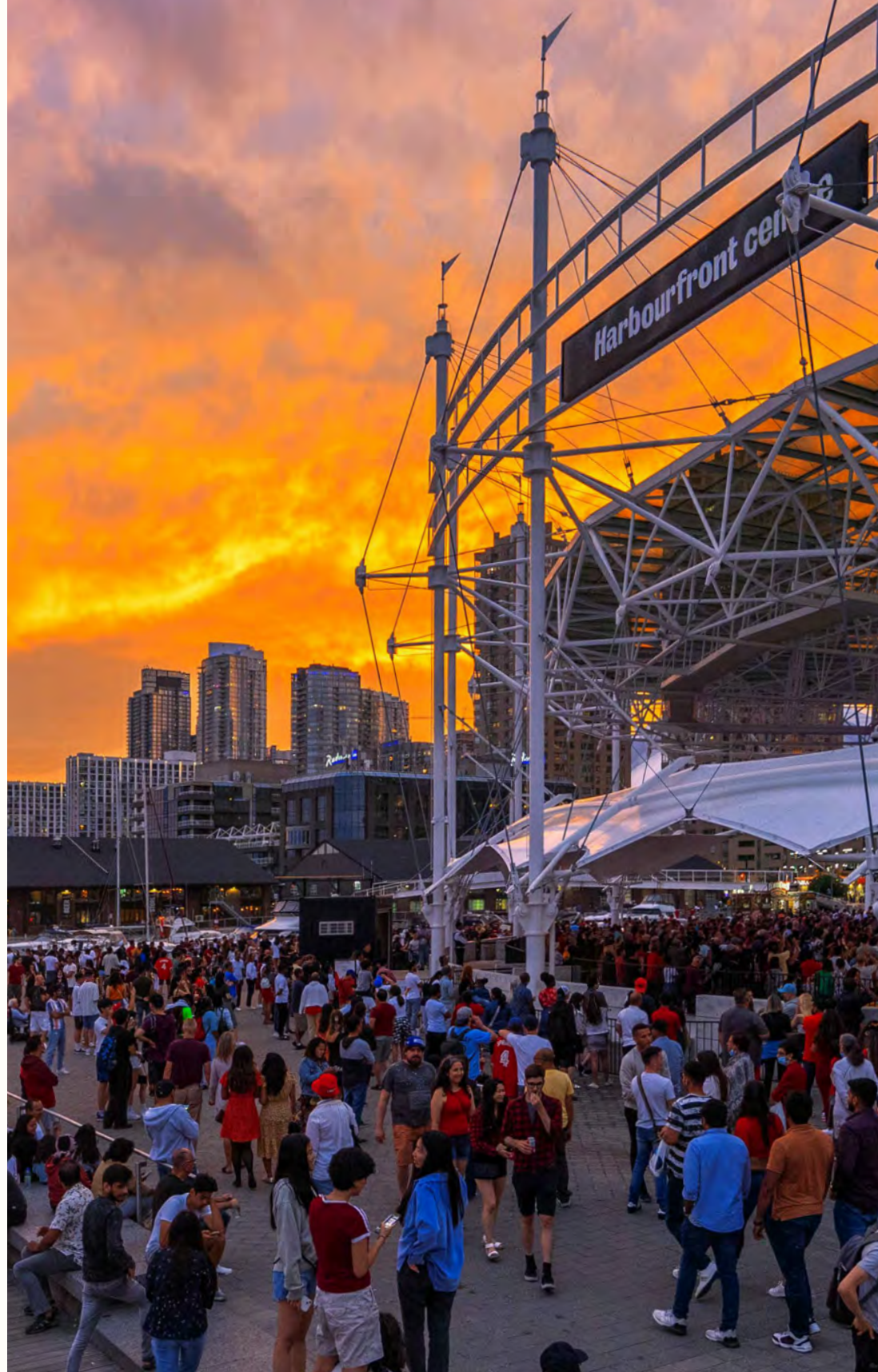
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Brand activations at  
Harbourfront Centre are  
a full-service experience.

Offering a wide array of  
activation locations, our  
campus is ideal to help you  
promote your product and  
engage with our audience.

We are united by our  
common passion for  
creative projects that bring  
communities together.

With this shared vision,  
we warmly invite you to join  
us in exploring activation  
opportunities on our 10-acre  
lakefront campus







## Creative Connections by The Water

Where the city meets the lake and people connect with art and culture, Harbourfront Centre brings artists and communities together to provoke, surprise and entertain all our audiences.

We are dedicated to nurturing every individual's enjoyment and engagement with arts and culture.

- 10 Acres**  
of waterfront property
- 3 Public Squares**
- 1 Outdoor Concert Stage**
- 3 Theatres**
- 5 Craft & Design Studios**
- 2 Contemporary Art Galleries**

## Our Visitors

Every year, Harbourfront Centre welcomes millions of visitors.

**1.3 million+**  
people participate in our programs

**6.3 million+**  
visit Harbourfront Centre's campus

**13 million+**  
annual media impressions

Out-of-town visitors contribute substantially to revitalizing local businesses and bolstering the city's economy.

**28%**  
of visitors are from outside the GTA

**19%**  
of visitors are from the US and around the globe

**\$168 million**  
expended annually on accommodation and food by our visitors

## Our Programming

With 52 weeks of vibrant programming, we create, produce and support:

**4,000**  
events that showcase creativity, engage with diverse communities and establish strong community ties

**7**  
marquee programs, ranging from the iconic literary festival **Toronto International Festival of Authors (TIFA)** to **Summer Festivals** spanning Canada Day to Labour Day, as well as the international contemporary dance series **Torque; Junior**, which ignites creativity among kids; **Summer Music in the Garden** offering 18 free concerts; **Kuumba** celebrating Black narratives; and **Festival of Cool**, Harbourfront Centre's iconic winter festival.

**1 million+**  
invested in artist fees, engaging 1,000 artists and art companies

**31**  
artist residencies, nurturing artistic innovation



# Programmatic Alignment Opportunities for Brands at Harbourfront Centre

## July 1 Long Weekend Celebration July 2024

In celebration of our 50th Anniversary Season as Canada's leading destination for contemporary culture, arts and ideas, Harbourfront Centre is planning a July 1 Long Weekend Celebration like no other. Bringing together music, art, comedy, and dance on both our Concert Stage and intimate Stage in the Park, this weekend long festival is expected to bring 60,000+ patrons of all ages to enjoy creative connections by the water.

Anticipated Attendance: **40,000+**

## Island Soul August 2024

Huge fete, Big soul! A celebration of the unique blend of Caribbean cultures through music, film, food, a wave of interactive and multidisciplinary arts and cultural activities. Come join us for a long weekend of island fun!

Anticipated Attendance: **40,000+**

## Partner Festivals July & August 2024

Harbourfront Centre maintains long-time partnerships with our beloved partner-festivals. Festivals currently slated for Summer 2024 include: Habari Africa (August 10 – 12, 2024), TAIWANfest (August 24–26, 2024), and Ashkenaz Festival (August 31 – Sep 1, 2024)

Anticipated Attendance: **20,000 – 162,000+**

## Toronto International Festival of Authors September 2024

Based at Harbourfront Centre, the Toronto International Festival of Authors (TIFA) offers book lovers a chance to connect as a community over a shared love of storytelling with bold, ambitious and accessible literary experiences. As Canada's longest-running and largest literary festival, the charitable organization offers opportunities to meet and learn from some of the world's best authors and artists across various literary genres – to inspire, empower and connect through the art of stories.

Anticipated Attendance: **30,000+**

## Torque October 2024

Returning for its sixth season, Torque presents the return of some of the country's most iconic contemporary dance performers and international award-winning choreographers offering profoundly original works, all premiering in Toronto for the first time. Global artists will explore the compelling stories through the power and athleticism of contemporary dance.

Anticipated Attendance: **1,500+**

## Festival of Cool January – February 2025

From January 23 to February 17, 2025, Harbourfront Centre will launch "Festival of Cool", which will feature a set of four consecutive winter weekend festival events designed to enrich the culture and community of Toronto's waterfront during the winter months and further establish Harbourfront Centre as a tourist destination all year round. Anticipated programming to include a temporary skating rink and the return of DJ Skate Nights, along with light installations, night markets and concerts. .

Anticipated Attendance: **60,000+**

## Kuumba February 2025

Kuumba, Toronto's largest Black Futures Month celebration, now in its 30<sup>th</sup> year, continues supporting Black artists and Black culture. Dance, music, workshops and literary events highlight contemporary artists and thought leaders from the Afro-diaspora in Canada.

Anticipated Attendance: **25,000+**

## Junior May 2025

Junior, one of Canada's largest children's festivals, is returning to Harbourfront Centre this spring! Our west campus will be bustling with an exciting schedule of performances in theatre, dance, music and interactive activities for children ages 5–12, all designed to inspire children to recognize their limitless potential and learn about the world around them and connect with the community. It's a long weekend full of surprises, fun and joy.

**Bring the whole family!**

Anticipated Attendance: **30,000+**

## MOTIVE June 2025

In June 2025, the Toronto International Festival of Authors will shine a spotlight on crime and mystery writing, taking place at Toronto's Harbourfront Centre. From cozy crime to police procedural, psychological thriller to true crime, these page-turning genres have created some of the world's best storytellers, who are much loved by readers everywhere.

Anticipated Attendance: **10,000+**



# Activating at Harbourfront Centre

Our 10-acre lakefront campus offers a host of locations perfect for brand activations, with options including:



## Harbourfront Centre Public Square

4 state-of-art light posts  
617 misters  
Extensive Underground Cabling for Electric and A/V



## Queen's Quay Terminal North

45x45  
15 amp



## Common Pavers

30x85  
15 amp

**Note:** Common Pavers will be flanked by marquees on the North and South end from approximately May 2024 – September 2024 for Harbourfront Centre Summer Camps.



## North Lawn

45x45  
15 amp



## South Lawn

85x115  
15 amp

**Note:** South Lawn will be covered by a marquee from approximately May 2024 – September 2024 for Harbourfront Centre Summer Camps.



## Ontario Square

85x115  
15 amp/ 30 amp



## Wave Deck

30 x 30  
15 amp



## HCSP

30 x 40  
15 amp



## North Orchard

53 x 47  
15 amp



## Inner Harbour

Lake Ontario  
Power TBC on Project

**Note:** Marine projects will involve additional costs, use of Harbourfront Centre's Marine Team, and additional permitting from PortsToronto, or others, pending project scope.



## Food Truck Locations

Harbourfront Center offers 3 Food Truck locations along our West Laneway pending availability.

# Activation Map

- 1 - HCSP
- 2 - Wave Deck
- 3 - Food Trucks
- 4 - Inner Harbour
- 5 - North Orchard
- 6 - Harbourfront Centre Public Square
- 7 - Ontario Square
- 8 - North Commons
- 9 - Common Pavers
- 10 - South Commons
- 11 - Queen's Quay Terminal North



## Key Facts

### What's Included

- Basic permits for site use
- Photo Permit
- Guerilla Protection
- Category Exclusivity
- Power Access
- Site prep and maintenance
- Garbage pick-up and removal
- Coverage from our roaming security team (24/7)
- Support from an on-site Activation Coordinator

### What's Not Included

- On-site parking
- Storage Space

### Additional Fees

- Specialty Staff/Equipment
- Specialized Permits (SOP)
- Filming Permit

### Dedicated Security

Harbourfront Centre is pleased to offer dedicated security to support activations for an hourly rate of \$35/per hour for a minimum 8-hour shift. For overnight shifts, two guards are required.

### Our Activation Rates

**\$5,000.00/per day**  
Weekday

**\$7,500.00/per day**  
Weekend

**\$10,000.00+/per day**  
**week-long**  
Harbourfront Centre  
Public Square

For activations remaining on campus for 3+ days, Harbourfront Centre is pleased to collaborate on a daily rate that reflects the scope and duration of the project





# WE BELIEVE IN BRINGING PEOPLE TOGETHER WITH DYNAMIC AND IMMERSIVE EXPERIENCES

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By aligning with Harbourfront Centre, you position your brands alongside creativity, community and meaningful connections by the water.

**Come activate with us and  
see why top brands trust  
Harbourfront Centre.**

## CONTACT

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