

Sponsorship Opportunities

GAIN ACCESS TO THE WESTDALE'S COMMUNITY:



50,000+
Visitors welcomed
yearly



250,000+
Website visits in
the last 6 months



15,400+
Email subscribers



1,160+
Annual Members



11,300+
Instagram Followers
230,000 monthly views



8,900+
Facebook Followers
83,000 monthly views



100+
Bluesky Followers

Support Arts, Film & Culture while advertising your business to thousands of audience members on the big screen and online!

The Westdale, as Hamilton's premier independent arts venue and cinema, provides an intimate, heritage-designated cultural space for performances, exhibitions, and film screenings, showcasing independent, local and global content.

We are a registered charity dedicated to presenting the arts in our community **364 days a year**—closing only on Christmas Day—through cinema, music, comedy, talks, and exhibitions. We also provide space and support for our community to host its events. We are a significant contributor to the economic health of the Westdale Village, and the City of Hamilton.

We've also grown to expand our accessibility features. We are the first cinema in the region to offer regularly scheduled accessible programming for individuals and families with autism and/or sensory needs, with our **Sensory Friendly** screenings. We also regularly schedule programming that includes Open Captioning, Closed Captioning, and Described Audio for those who are deaf and hard of hearing, blind, or have low vision.

In 2025 we also partnered with Wavefront Centre for Communication Accessibility and Total Access Media to introduce enhanced audio access for patrons who are Hard-of-Hearing, with the **Bethear** system. Through the free Bethear app, guests can stream clear, real-time audio directly to their smartphones using Bluetooth-enabled hearing aids, earphones, or cochlear implants. This technology enhances both film screenings and live music performances, ensuring more patrons can fully engage and enjoy every experience at The Westdale.

Your sponsorship demonstrates your commitment to community arts, film and culture in Hamilton. Becoming a sponsor is an affordable opportunity to promote your business to thousands of potential customers, further your brand awareness, and provide an entertainment experience to your staff and clients.

THE WESTDALE OFFERS **FOUR SPONSORSHIP LEVELS** TO FIT YOUR BUSINESS GOALS



PRESENTING SPONSOR

3 sponsor spots available:
\$1000 a month

- Logo in preshow presentation
- Logo and link on website
- Logo and link included in every email newsletter
- 8 Monthly social media mentions and tags
- 10 Monthly movie & popcorn passes
- 4 Monthly live event tickets
- Fullscreen ad in preshow presentation
- Logo on every weekly printed calendar and season brochure
- 30 second commercial run before every film
- Company name on outdoor marquee every day
- Live on-stage acknowledgment at all events

BEST VALUE!



COMMUNITY SPONSOR

4 sponsor slots available:
\$600 a month

- Logo in preshow presentation
- Logo and link on website
- Logo and link included in 3 email newsletters monthly
- 4 Monthly social media mentions and tags
- 6 Monthly movie & popcorn passes
- Fullscreen ad in preshow presentation
- Logo on every weekly printed calendar and season brochure



NEIGHBOURHOOD SPONSOR

5 sponsor slots available:
\$400 a month

- Logo in preshow presentation
- Logo and link on website
- Logo and link included in 2 email newsletters monthly
- 2 Monthly social media mentions and tags
- 4 Monthly movie & popcorn passes
- Logo in season brochure



SUPPORTING SPONSOR

6 sponsor slots available:
\$250 a month

- Logo in preshow presentation
- Logo and link on website
- Logo and link included in 1 email newsletter monthly
- 1 Monthly social media mention and tag
- 2 Monthly movie & popcorn passes

*All sponsorships require a minimum six month commitment.

"Here at Take Note we believe it is important to invest in our community. The Westdale has been the heart of Westdale for many years and we enjoy the positive learning and enjoyment it brings to the neighbourhood."

- Lila Schaap, Business Owner, Take Note Stationery Boutique

"We started working with The Westdale after the pandemic shut their doors in 2020. As an active sponsor of live music for many years, I can attest to both the ease of doing business and brand recognition of my sponsorship."

"It really has been a superior experience ranging from message distribution to their vast membership base and social media followers, to co hosting the live events. It is clear that when we sponsor The Westdale it is a partnership of great value to both our firm and the community."

- Marie Phillips, B.A. (HONS), RRC®™, CFDS™, PFPT™, FCSI, MFA-P Wealth Advisor, Next Steps Planning INC

For more information and to become a Sponsor of The Westdale please contact:

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THE WESTDALE
COMMUNITY MAGIC

Charitable Registration No. 731390324 RR 0001
The Westdale | thewestdale.ca