

Premier Festival Site of the Niagara 2022 Canada Summer Games

# NIAGARA PLACE

**Canada Games Park**

## LOCATION

Isaac Brock Blvd & Merrittville HWY,  
Thorold, Ontario, CANADA



## HOURS OF OPERATION

Sunday, August 7 <sup>th</sup> - Saturday, August 13 <sup>th</sup>	10:00am - 6:00pm
Sunday, August 14 <sup>th</sup>	12:00pm - 10:00pm
Monday, August 15 <sup>th</sup> - Tuesday, August 16 <sup>th</sup>	10:00am - 8:00pm
Wednesday, August 17 <sup>th</sup>	10:00am - 10:00pm
Thursday, August 18 <sup>th</sup> - Saturday, August 20 <sup>th</sup>	10:00am - 8:00pm
Sunday, August 21 <sup>st</sup>	10:00am - 4:00pm

\* Subject to change to compliment onsite sporting schedule



## DAILY OUTDOOR FESTIVAL

*Located beside the exciting new Canada Games Park, Niagara Place is where we celebrate sport, culture and entertainment. Visitors can take in live performances from headline and local artists, interactive exhibits, tastings from across Niagara's wine, beer and culinary scene, and experience unique programming celebrating Canada's Indigenous and Francophone heritage.*

### Free Admission

Attendance: 3,500 – 5,000 Daily  
Estimated Guest Stay: 2.5hrs

# CORPORATE BRANDS



## Opportunities

Niagara Place welcomes brand partners to be a part of the celebrations with exclusive sampling, activation and onsite retail opportunities. With 8 limited placements within the festival site, brands could reach up to 80,000+ attendees over the 15 event days.

Official brand partners can secure a 10' x 20' or 20' x 20' placement for guest engagement.

## Festival Spaces

- Placements are available in 10' x 20' and 20' x 20' footprints. Partners are required to operate within the booked footprint and cannot extend outside of the space assigned.
  - All consumable products are limited to sample size items and must be approved by Niagara Place.
  - Activation concepts must be approved by Niagara Place
  - Partner opportunities are based on a 7 day or 15 day basis only.
  - Business hours are based on the live operating hours of Niagara Place and are subject to change.
  - Partners are required to be open and operating during all hours that Niagara Place is live.
  - Niagara Place provides partners with one 15amp electrical outlet, recycling/organics/garbage disposal. Other or additional amenities required by the vendor can be requested from Niagara Place.
- Additional charges may apply.

### FEE STRUCTURE PER 10' X 20' PLACEMENT

Sunday Aug 7 – Saturday Aug 13 Monday Aug 15 – Sunday Aug 21	7 Day Booking	\$6,900+HST
Sunday Aug 7 – Sunday Aug 21	15 Day Booking	\$12,000+HST

### FEE STRUCTURE PER 20' X 20' PLACEMENT

Sunday Aug 7 – Saturday Aug 13 Monday Aug 15 – Sunday Aug 21	7 Day Booking	\$13,800+HST
Sunday Aug 7 – Sunday Aug 21	15 Day Booking	\$24,000+HST

Premier Festival Site

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## Submission Terms

Submissions will be reviewed by a selection committee to ensure alignment with N22 mandates, non-duplication of vendors, diversity in cultural and product offerings, and regional participation. Priority will be given on a first come basis where possible, and for 15 day applications. Fees are due in full within 2 weeks of application approval. Vendors will be contacted with application approval status by email and will be required to A) confirm participation B) submit payment within 2 weeks of the approval date. Failure to complete these steps within the required timeline may result in the application being voided and the placement being awarded to the next qualified applicant.

For questions, please send an email to [Info@AbsoluteXM.com](mailto:Info@AbsoluteXM.com).

**CLICK HERE TO APPLY →**

**Vendor Form**

PLEASE NOTE: There is a different submission form and process for Culinary Partners, Niagara Retailers, and Corporate Brands/Businesses for the purposes of sales, sampling, promotion and activation. Should you wish to apply under one of these categories, please request the application form from [Info@AbsoluteXM.com](mailto:Info@AbsoluteXM.com)



**Once, and for all.**

Canada  Ontario 

Niagara  Region

