



Sponsorship Opportunities

6 Elvis Headliner shows, and a competition for professional Elvis Tribute Artists

Elvis



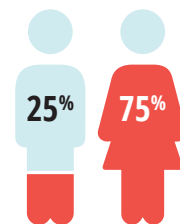
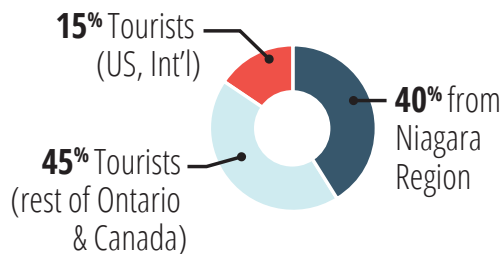
"This was the best Elvis Festival I have ever been to... I can't wait for next year!"
– Doreen Mikolasek

April 21-24, 2022 | 4th Annual

Imagine **four days** of non-stop Elvis celebration held at a premiere Las Vegas style venue including:

- ✓ 6 Elvis Headliner Shows
- ✓ Two-day Ultimate Elvis Tribute Artist Contest
- ✓ Sunday Gospel Show
- ✓ Elvis-inspired food and much more!

FESTIVAL ATTENDEE PROFILE*



SEE OVER FOR DETAILS

* Based on 2018 Festival.

NiagaraFallsElvisFestival.com



Sponsorship Facts



What is an 'Official' Elvis Festival?

These weekend or weeklong events bring fans together to celebrate the life and music of Elvis Presley. Official Elvis Festivals are licensed by the trademark holder Elvis Presley Enterprises (EPE); an EPE approved festival can use the Elvis name and logo and each official festival that hosts an Elvis Tribute Artist Competition can send their winner to compete during Elvis Week 2022 held in Memphis, TN as a Semi Final Round participant in the Ultimate Elvis Tribute Artist Competition.



Annual Household
Income **\$84,000+**

When and where?

Our four-day festival (April 21-24, 2022) is held at the Greg Frewin Theatre, licensed by EPE, with Thursday, Friday Matinee and Evening Headliner Shows plus Saturday Headline Show, a Sunday Gospel Show and a two-day Ultimate Elvis Tribute Artist competition!



Local economy
attendee daily spend

Elvis Presley Today

According to a Harris Interactive Poll, more than 176 million Americans stated that Elvis Presley had made an impact on their lives. The same poll revealed these facts about Americans:

- ✓ **More than 100 million** consider themselves Elvis fans
- ✓ **Approximately 70%** of Elvis fans are 26 – 55 years of age
- ✓ **Almost two-thirds** of Elvis fans are women
- ✓ Nearly one-third have **bought Elvis records, CDs or videos**
- ✓ About **75% have purchased Elvis collectibles**
- ✓ **In 2018:** a two-part documentary – The Searcher – was aired on HBO, plus EPE released a new Elvis Gospel CD that has topped the music charts
- ✓ **In February 2019:** NBC televised the **50th Anniversary** of the Elvis Comeback Special
- ✓ **Highlight in 2022:** Movie titled ELVIS starring Tom Hanks to be released June 2022



Day Trip:
\$90-\$130
per day

Overnight:
\$95-\$230
per day



61% of attendees come
to an **Elvis Festival**
as a destination
rather than nearby communities.



Attendees by Age:

18-34 - 10%
35-44 - 15%
45-54 - 35%
55+ - 40%

Niagara Falls Elvis Festival	2019	2022 Forecast
Ticket Sales	2,040	2,900
Unique Visitors	1200	1,500
70% Southern Ontario, 13% US	✓	✓
More than 50% are three-day visits	✓	four-day
75% Female 40-65	✓	✓

Brought to you by:

ARB Productions has produced and brokered nostalgia stage shows featuring legendary performers and tribute acts for more than 30 years and has also acted as an agent for many of these great performers.

The Greg Frewin Theatre is one of Niagara Falls' greatest attractions and is the perfect destination with seating for over 600 in a Las Vegas-style setting with a dinner buffet. Greg Frewin, International Grand Champion of Magic has won every major award offered within the magic community. He has performed all over the world, from Japan to Monte Carlo and has a wealth of experience performing, promoting and producing shows.

Sponsorship Contact:

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Greg Frewin Theatre, 5781 Ellen Ave. (Near the top of Clifton Hill), Niagara Falls, Ontario

NiagaraFallsElvisFestival.com

