



Sponsorship Opportunities

10 events, including a competition for professional Elvis Tribute Artists

Elvis



"It was absolutely amazing as usual. We had an amazing time. Niagara Falls Elvis Festival is awesome. They are fantastic. Thank you so much we had a wonderful time. Everyone is beautiful there."
- Diana L. Hammond

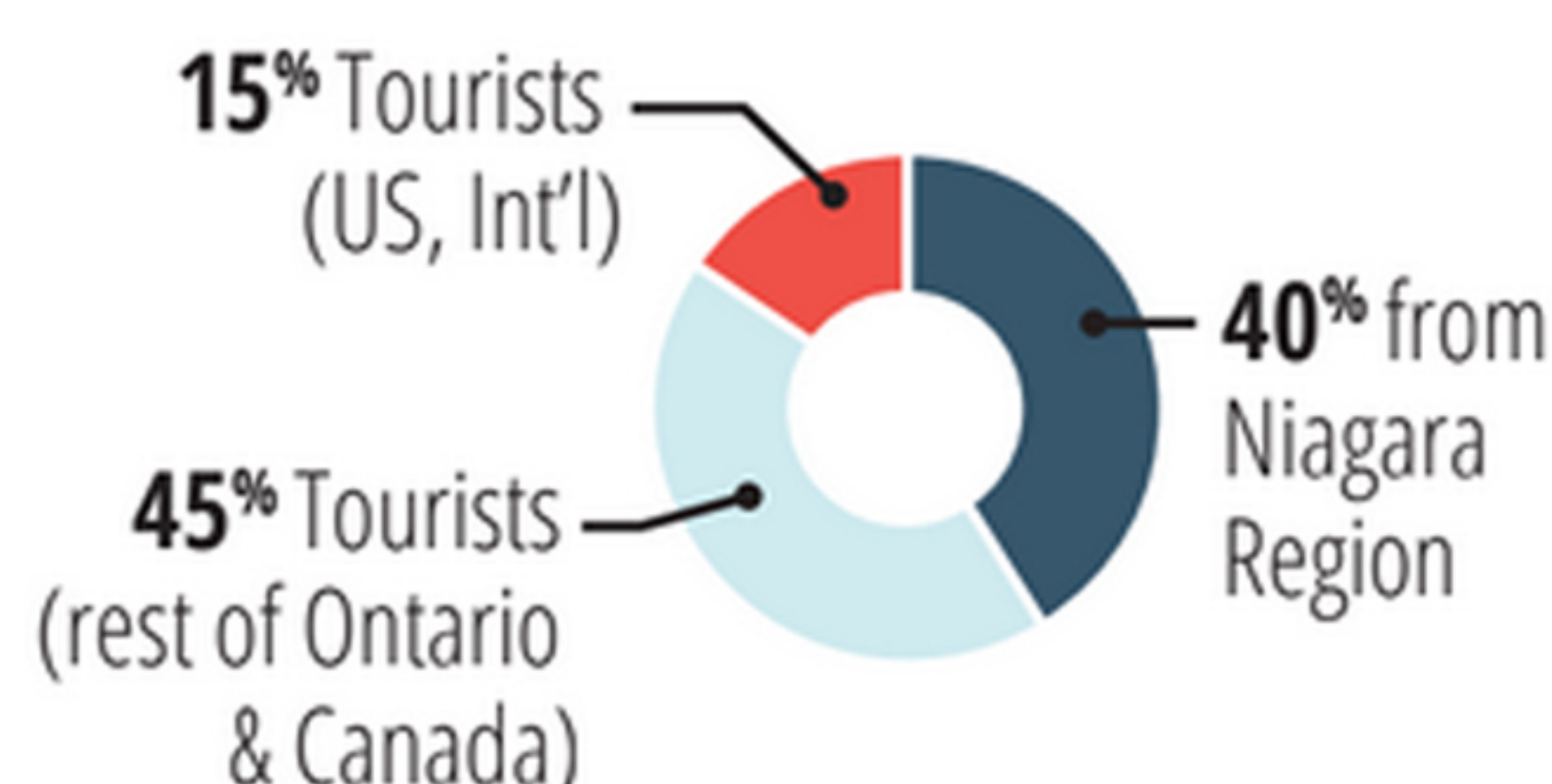
April 16th - 19th, 2026 | 8th Annual



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

-  Seven Elvis headliner shows.
-  Two-day ultimate Elvis tribute artists contest
-  After Parties
-  Sunday gospel show
-  Elvis- inspired food and so much more

FESTIVAL ATTENDEE PROFILE*



Average attendee stays **3 nights**



71% College Educated



SEE OVER FOR DETAILS

** Based on 2025 Festival*

NiagaraFallsElvisFestival.com



GREG FREWIN
THEATRICAL CENTRE
WE MAKE THEATRE MAGIC

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 2026 held in Memphis, TN as a Semi Final Round participant in the Ultimate Elvis Tribute Artist Competition.**

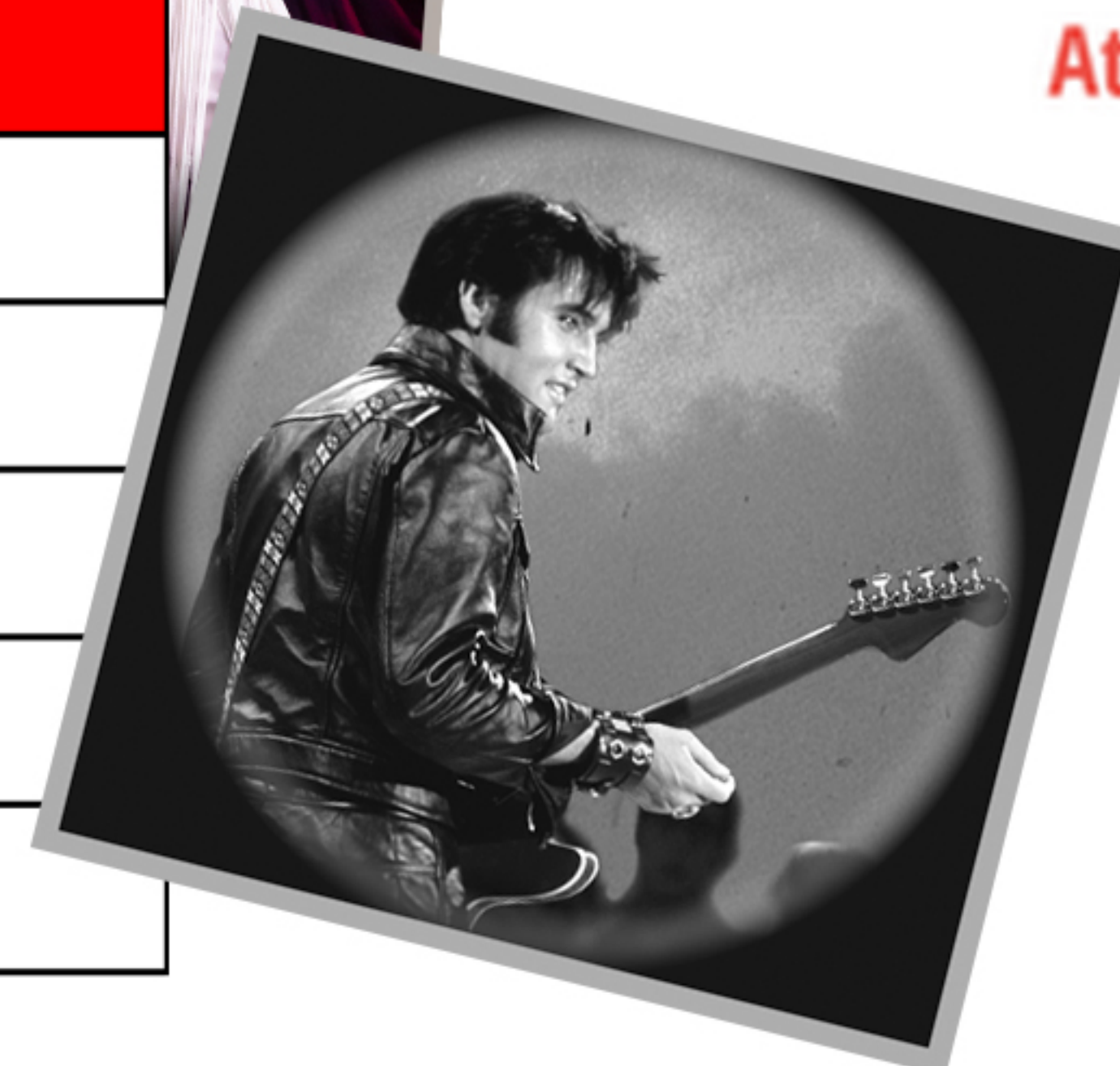
When and where?

Our four-day festival (April 16 - 19, 2026) is held at the Greg Frewin Theatrical Centre, licensed by EPE, with Thursday, Friday Matinee and Evening Headliner Shows plus Saturday Headliner Show, a Sunday Gospel Show, a two-day Ultimate Elvis Tribute Artist competition, plus a Sunday Night Final Concert, and After Parties.

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
- Elvis sold over 600 million records with 18 #1 hits



Niagara Falls Elvis Festival	2025	2026
Ticket sales	3,600	4,200
Unique Visitors	2,100	2,300
70% Southern Ontario, 13% USA	✓	✓
More than 50% are 3 day visits	✓	Four- Day
75% Female 40-65	✓	✓

*Numbers for 2026 are forecasted

Sponsorship contact

Anthony Busseri | Festival Producer
tony@arbproductions.ca | 905-466-7039

Heather Busseri | Associate Producer
hbusseri@outlook.com | 480-653-9942

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

NiagaraFallsElvisFestival.com

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Annual Household
Income \$84,000+



Local economy
attendee daily spend

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%



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