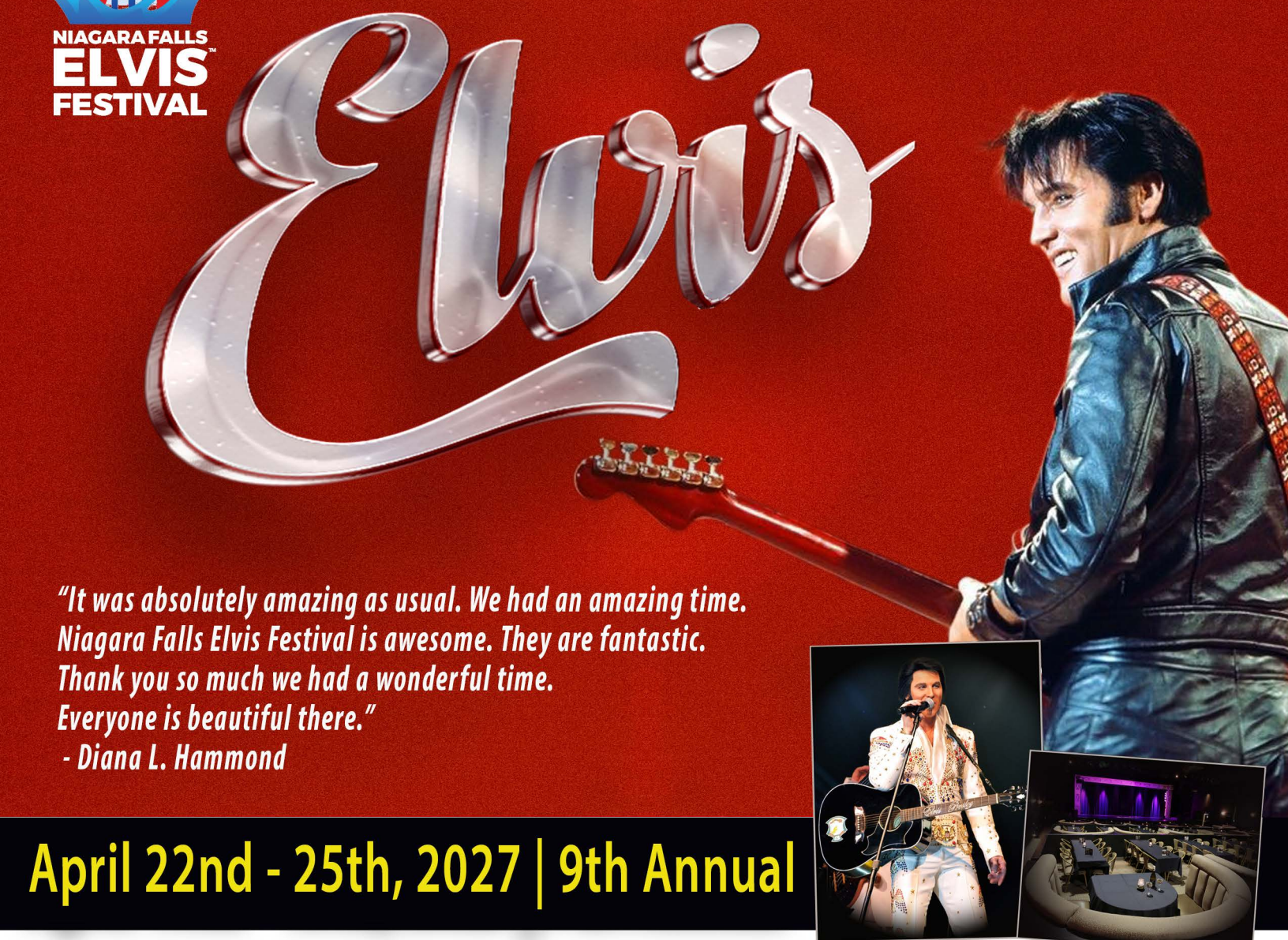
NIAGARA FALLS ELVIS™ FESTIVAL

Sponsorship Opportunities



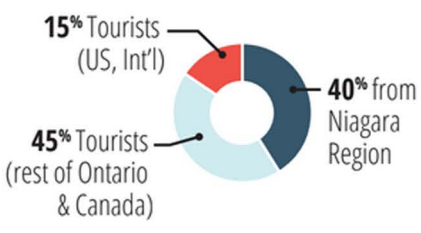
"It was absolutely amazing as usual. We had an amazing time. Niagara Falls Elvis Festival is awesome. They are fantastic. Thank you so much we had a wonderful time. Everyone is beautiful there."
- Diana L. Hammond

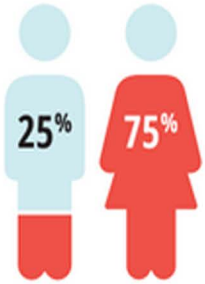
April 22nd - 25th, 2027 | 9th Annual

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 2026 Festival*

NiagaraFallsElvisFestival.com

GREG FREEMAN 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 2027 held in Memphis, TN as a Semi Final Round participant in theUltimate Elvis Tribute Artist Competition.**

When and where?

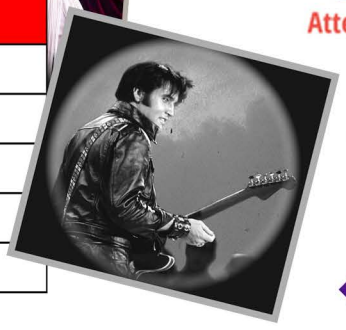
Our four-day festival (April 22 - 25, 2027) is held at the Greg Frewin Theatrical Centre, licensed by EPE, with Thursday, Friday Matinee and Evening Headliner Shows plus Saturday Headliner Show, a Sunday Gospel Show, a two-day Ultimate Elvis Tribute Artist competition, plus a Sunday Night Final Concert, 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:

- Tens of millions consider themselves Elvis fans
- Approximately 70% of Elvis fans are 40-75 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 900 million records with 18 #1 hits





Niagara Falls Elvis Festival	2026	2027
Ticket sales	3,500	3,900
Unique Visitors	2,200	2,400
70% Southern Ontario, 13% USA	✓	✓
More than 50% are 3 day visits	✓	Four- Day
75% Female 40-65	✓	✓

*Numbers for 2027 are forecasted

NIAGARA FALLS ELVIS FESTIVAL

$84k

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

Local economy attendee daily spend

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

Overnight: **$95-$230** per day

61%

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%

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

GREG FREWIN THEATRICAL CENTRE
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@gregfrewintheatre

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