

A man in a dark, multi-pocketed vest and a black headscarf is performing fire juggling. He is holding a flaming torch in his mouth and another flaming torch in his right hand, which is raised high. The background is a blurred crowd of people at an outdoor event.

2026 Sponsorship Opportunities

THURSDAY – SUNDAY
AUGUST 27 — 30, 2026

UPTOWN WATERLOO

ABOUT US

We're back for our **38th year** — August 27–30, 2026 — and Uptown Waterloo transforms once again into an open-air stage.

Crowds gather in circles. A hush falls. Then laughter erupts. Fire lights the night sky. Acrobats balance impossibly high. Musicians pull audiences closer. It's four days of world-class street performance — often described as “Cirque du Soleil on the street” — drawing more than **50,000 visitors** each year.

At the heart of the weekend are our signature circle shows, where internationally trained performers travel from across Canada and beyond to captivate audiences with skill, humour, and athleticism. The energy builds toward a spectacular **60-minute Grand Finale Show**, alongside Epic Fire Shows, roaming performers, curated special events, and new in 2026, a Local Music Pitch showcasing emerging regional talent.

Beyond the stages, the festival comes alive with local artisans in “Artists Alley,” food vendors, community organizations, and a lively midway, creating a multi-generational atmosphere that keeps audiences engaged throughout the Uptown core.

For 37 years, the Sun Life Waterloo Busker Carnival has blended spectacle, community, and connection, creating an immersive environment where sponsors become part of the experience.

Join us in 2026 and help bring this extraordinary weekend to life.



THURSDAY – SUNDAY
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UPTOWN WATERLOO

Sponsorship Opportunities

STAGE SPONSOR

\$6,500 – 3 available

As our Stage Sponsor, your brand becomes the centrepiece of one of the Carnival's main performance areas – fully integrated into the on-site experience and all promotional materials.

- Exclusive 10' x 10' branded activation space within a high-traffic performance zone
- Stage Naming Rights – your company name and logo featured across the Carnival's website schedule, online/digital program, and on-site signage
- ½ page premium program advertisement
- Prominent banner placement at the sponsored stage (provided by sponsor)
- Recognition across social media channels
- Logo inclusion in one official Waterloo Busker Carnival newsletter issue
- Inclusion in sponsors thank you advertisement, event signage & newsletter
- Use of the Waterloo Busker Carnival logo in your own promotional materials
- First Right of Refusal for 2027



FIRE SHOW SPONSOR

\$2,500 – 2 available

Align your brand with one of the most anticipated and visually spectacular moments of the Waterloo Busker Carnival. The Fire Show draws large crowds and creates unforgettable Carnival energy – placing your brand at the centre of a high-impact performance experience.

- On-site brand presence during the fire performance
- Prominent banner display during the fire performance (provided by sponsor)
- ½ page premium program advertisement
- Integrated logo placement alongside performer photos, bios, and fire performance event details across the website and online/digital program materials.
- Recognition across social media channels
- Inclusion in sponsors thank you advertisement, event signage & newsletter
- Use of the Waterloo Busker Carnival logo in your own promotional materials
- First Right of Refusal for 2027



Secure your sponsorship:

Contact: chair@waterloobuskers.com

We are happy to tailor a sponsorship package to align with your needs.



Sponsorship Opportunities

ROVING ENTERTAINMENT SPONSOR

\$3,000 – 1 available

Extend your brand presence beyond a single performance area and into the full Carnival footprint. Roving performers move throughout the Carnival, creating spontaneous, high-energy interactions with attendees.

- ½ page premium program advertisement
- Integrated logo placement alongside performer photos and bios on the Carnival website and online/digital program
- Recognition across website and social media channels
- Inclusion in sponsors thank you advertisement, event signage & newsletter
- Use of the Waterloo Busker Carnival logo in your own promotional materials
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SPECIAL EVENT SPONSOR

\$1,000 – 3 available

Support one of the Carnival's featured special events and gain strong on-site visibility within a focused programming moment. This sponsorship offers meaningful brand presence during a designated event while maintaining recognition across Carnival materials.

- On-site presence during the sponsored Special Event
- Banner display during the special event (provided by sponsor)
- ¼ page program advertisement
- Logo featured alongside Special Event details on the Carnival website and online/digital program
- Recognition across social media channels
- Inclusion in sponsors thank you advertisement, event signage & newsletter
- Use of the Waterloo Busker Carnival logo in your own promotional materials
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Sponsorship Opportunities

BUSKER BUDDY

\$700 – 7 available

Help bring exceptional talent to the Waterloo Busker Carnival.

Busker Buddy sponsors contribute to the performer programming that makes the Carnival possible – supporting the artists who travel to Uptown Waterloo to entertain our community.

- Logo placement in the printed program
- Logo featured alongside performer photos and bios on the Carnival website and online/digital program
- Recognition on website and social media
- Inclusion in sponsors thank you advertisement, event signage & newsletter
- Use of the Waterloo Busker Carnival logo in your own promotional materials
- First Right of Refusal for 2027



COMMUNITY PARTNER

\$500 – 10 Available

Community Partners play an important role in supporting the overall success of the Waterloo Busker Carnival.

This sponsorship recognizes organizations that contribute to the Carnival's operations and community impact, with visible acknowledgement across event materials and festival communications.

- Logo placement in the online/digital program
- Recognition on website and social media
- Inclusion in sponsors thank you advertisement, event signage & newsletter
- Use of the Waterloo Busker Carnival logo in your own promotional materials
- First Right of Refusal for 2027



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