

SUPERCRAWL

HAMILTON'S MUSIC + ARTS FESTIVAL





TD THE READY COMMITMENT

TD THE READY COMMITMENT

TD THE READY COMMITMENT

cce McMaster Centre for Continuing Education

ONE JAMES NORTH

1 James Street North

K

WINTERSLEEP TD STAGE

DISCOVER SUPERCRAWL

Supercrawl is a carefully curated multi-disciplinary festival dedicated to the discovery of music, art, fashion, performance, food and culture

LIVE MUSIC

Stage Programming
Venue Programming
Ticketed Show
Year-Round Concert Series

ART

Art Installations
Fashion Shows
Circus Spectacle
Theatre
Dance

EXPLORATION

Food Trucks
Artisans & Craft Vendors
Talks Series
Sports Activations
Family Area

Since 2009, the festival has featured over 500 bands, hundreds of artists, and thousands of creators from all over the world



HAMILTON BLUES ALL-STARS TD STAGE



MEGAN PRESS TOYOTA ART ZONE VANESSA CROSBIE RAMSAY

SOCIAL FOOTPRINT

SUPERCRAWL.CA

141,000 +
UNIQUE VISITORS

195,000 +
SESSIONS

548,000 +
PAGE VIEWS

FACEBOOK

2,750,000 +
IMPRESSIONS

14,000 +
FOLLOWERS

18% GROWTH
IN FOLLOWERS
YEAR OVER YEAR

TWITTER

819,000 +
IMPRESSIONS

14,000 +
FOLLOWERS

17% GROWTH
IN FOLLOWERS
YEAR OVER YEAR

INSTAGRAM

6,300 + FOLLOWERS

71% GROWTH



LIGHTS TD STAGE

DEMOGRAPHICS

DAYTIME ATTENDEE (12 - 6pm)

UP & COMING EXPLORERS (YOUNG FAMILIES)

AGES 25-44

Gender: 55% Female, 43% Male, 2% Other
Attendance: 54%

EVENING ATTENDEE (6pm - 12am)

CONNECTED EXPLORERS (MILLENNIALS)

AGES 18-34

Gender: 54% Female, 40% Male, 6% Other
Attendance: 46%

REGIONAL ATTENDANCE **250,000+ ATTENDEES** (2018)

70% HAMILTON 13% GTA 3% KITCHENER/WATERLOO
2% NIAGARA 1% GUELPH 10% OTHER

OTHER STATISTICS

LOYAL 61% have attended before
ENVIRONMENTALLY RESPONSIBLE 53% used active transport
AVERAGE SPEND The majority spent up to \$100
SATISFACTION 99% were satisfied with the festival





ISKWÉ TD STAGE



Keychange is a pioneering international initiative which empowers women to transform the future of music and encourages festivals to achieve a 50:50 gender balance within festival programmes by 2022.

Keychange aims to accelerate change and create a better more inclusive music industry for present and future generations.

Supercrawl is one of 16 Canadian Keychange signatories and 164 global festivals to date that have committed to achieving gender balance in programming by 2022.

Supercrawl features **three days of free music and art programming**, attracting an average of **250,000 visitors annually**.

It's one of the largest free music festivals in Ontario.



Supercrawl's economic impact to the Hamilton region is **over \$16M** on a yearly basis.



ARTISAN VENDORS HEART OF ONTARIO ZONE



TRIBAL VISION TD STAGE



COLLECTIVE ARTS
MADE IN HAMILTON, ONTARIO

嘉麥里福莎
里福莎
嘉麥里福莎
領銜主演

COLLECTIVE ARTS BEER GARDEN TD STAGE





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MOHAWK COLLEGE

MOHAWK COLLEGE

FRIDAY SCHEDULE

FRED PENNER MOHAWK COLLEGE STAGE



CIRCUS ORANGE MOHAWK COLLEGE STAGE



Tim Hortons
FAMILY ZONE PERFORMANCES

TIME	SATURDAY		SUNDAY	
	FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE	FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE
12:00pm		ERIC KIMBERLIN		LOVE YOU
1:00pm		HAMILTON YOUTH POPS	THEATRE APART	
2:00pm		THEATRE APART		
3:00pm				
4:00pm				
4:30pm				

Tim Hortons
FAMILY ZONE PERFORMANCES

TIME	SATURDAY		SUNDAY	
	FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE	FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE
12:00pm				
1:00pm				
2:00pm				
3:00pm				
4:00pm				
4:30pm				



TIM HORTONS FAMILY ZONE



KIDS' FOAM PARTY TIM HORTONS FAMILY ZONE



**BEST YOUTH
INITIATIVE
AWARD**

FESTIVALS & EVENTS ONTARIO



HOOP DANCER TOYOTA ART ZONE



AL RUNT TOYOTA ART ZONE

 TELUS

Connected Playground



Officially Canada's largest
and fastest mobile network.

telus.com/network

 TELUS
Stand with us to #EndBullying
telus.com/endingbullying



TELUS CONNECTED PLAYGROUND TELUS/EXCLAIM! ZONE



THE DIRTY NIL TELUS/EXCLAIM! ZONE



ARTISAN VENDORS CHARLES SMITH WINES VENDOR ZONE



DEFECTIVE COLLECTIVE JACKSON SQUARE FASHION TENT BLACKBIRD STUDIOS



FOOD TRUCKS HAMILTON INTERNATIONAL AIRPORT ZONE



TRIBAL VISION TD STAGE



ROBERT HENGEVELD TOYOTA ART ZONE

