

SUPERCRAWL

HAMILTON'S MUSIC + ARTS FESTIVAL





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



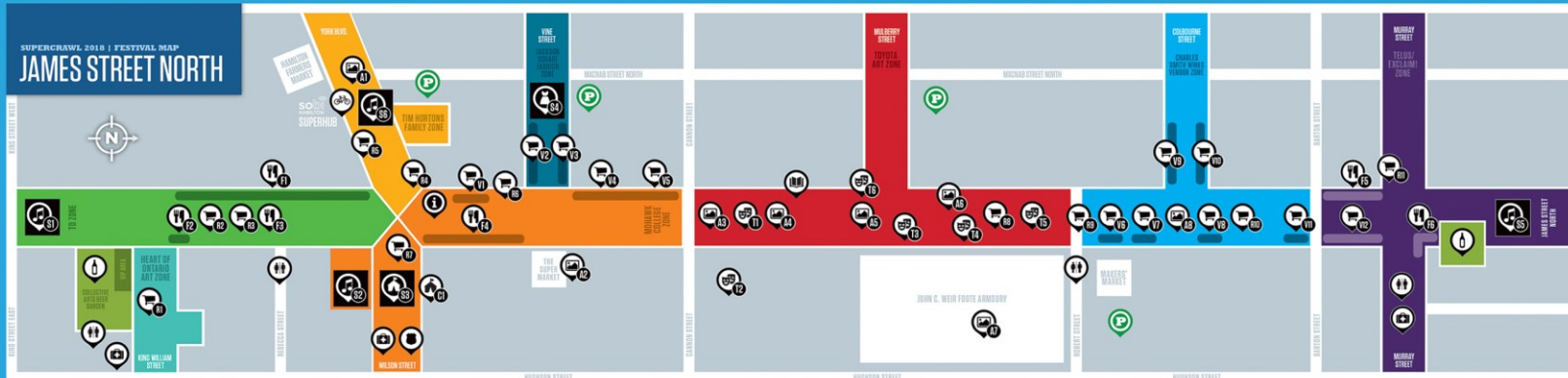
Keychange is a pioneering international initiative which empowers women to transform the future of music and encourages festivals to achieve a 50:50 gender balance within festival programmes by 2022.

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 BEER GARDEN TD STAGE





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COLLEGE

moHAWK
COLLEGE

SUNDAY SCHEDULE

FRED PENNER MOHAWK COLLEGE STAGE



CIRCUS ORANGE MOHAWK COLLEGE STAGE



Tim Hortons
FAMILY ZONE PERFORMANCES

SATURDAY		SUNDAY	
FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE	FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE
12:00pm	4000		Long Run
12:30pm	4000		
1:00pm	Hamilton Youth Choir	Theatre Aquatics	
1:30pm	Hamilton Youth Choir		
2:00pm	4000		
2:30pm	Theatre Aquatics		
3:00pm	4000		
3:30pm	4000		
4:00pm	Theatre Aquatics		
4:30pm	4000		
5:00pm	4000		



Tim Hortons
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FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE	FAMILY ZONE STAGE	WINDHAM COLLEGE STAGE
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1:30pm	Hamilton Youth Choir		
2:00pm	4000		
2:30pm	Theatre Aquatics		
3:00pm	4000		
3:30pm	4000		
4:00pm	Theatre Aquatics		
4:30pm	4000		
5:00pm	4000		



1 FREE HOUR HAMILTON F...
HAMILTON F...
MARI...

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 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





ROBERT HENGVELD TOYOTA ART ZONE

