

HAMILTON

FEBRUARY 2 - 20 **2023**

WINTERFEST



60+ Events across the City

Winterfest HUB @ Jackson Square Rooftop

\$200,000 Marketing Campaign



Marketing Campaign

Winterfest Magazine	50,000 copies via Canada Post
Metroland Media	Print and Digital
CORUS, C101.5, CFMU Radio	6-week campaign
CHCH	6-week campaign
Weather Network	300,000 impressions on app
Social Media	3M impressions
Posters, Post Cards	20,000 pieces

HAMILTON WINTERFEST

FEBRUARY 2 - 20 2023

FEBRUARY 10-20 ROOFTOP OF JACKSONSQUARE

GETTING HERE

HAMILTON TRANSIT

Take the HSR to the MacNab Terminal and you're steps away!

HAMILTON BIKE SHARE

Grab a bike anywhere in the city and make your way to the lock-up stations at King and James or Main and MacNab.

GO TRANSIT ONLINE WEEKEND PASS

Travelling on a weekend? Buy your online \$10 One-Day on the weekend travel pass, or a \$15 Weekend travel pass online. You can take GO wherever you want, on Saturdays, Sundays and Holidays.

That means you can ride on any GO train or bus, to and from wherever you're going, for just \$10 each weekend day and statutory holiday. Furthermore, if you want to travel throughout the entire weekend, full weekend passes are also available for \$15. The Weekend Passes are only available online on the GO e-ticket platform.

OUT OF TOWN DRIVERS

From the East (Toronto/GTA) take the QEW to the York Blvd. exit. Follow York Blvd. to the West until you reach the First Ontario Centre. There is ample paid parking throughout the downtown core.

From the West (Niagara) take the QEW to the Red Hill Valley Parkway. Follow the RHVP to the King Street East exit. Follow King Street to downtown. There is ample paid parking throughout the downtown core.

WINTERFEST HUB

BEAUTIFUL, BOLD AND BRIGHT!

20+ ART INSTALLATIONS FROM AROUND THE WORLD! TASTY FOOD AND HOT DRINKS LIVE MUSIC FRIDAYS ICE SKATING FAMILY DAY EXTRAVAGANZA

Image by Scott Simons & Chris Emepy Photography

FREE ROOFTOP CONCERTS

ROCK FESTIVAL

HAMILTONWINTERFEST.CA

16 HAMILTON WINTERFEST



Winterfest Website

Constant intake of events to include in online calendar

70,000 website visits in 8 weeks in 2022

www.hamiltonwinterfest.ca



Winterfest HUB @ Jackson Square

20+ installations by artists from Hamilton, across Canada and France

5 light-based wall mounted pieces

Available for purchase after the festival

Ideally installed throughout Hamilton



Winterfest HUB @ Jackson Square

Pre/Post Game Celebrations with FirstOntario Centre

Free Rooftop Concerts on Friday Nights

Valentine's Day Event

Family Day Extravaganza

McMaster Alumni Night

Chamber of Commerce Night

Wall Mounted Works

Natalie Hunter, Hamilton
Sensing Sun

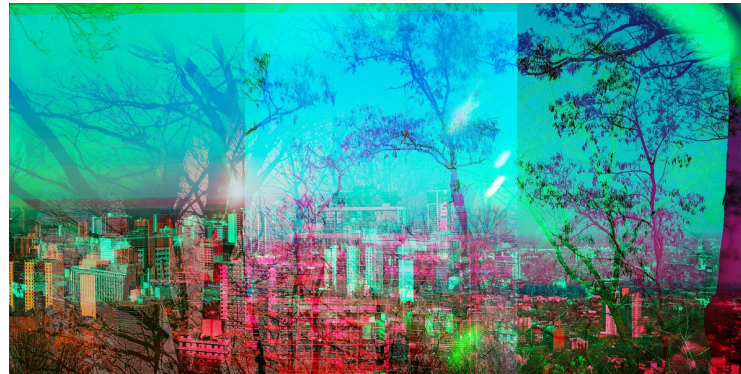
4 pieces

Each piece is 4' x 8'

Professionally Fabricated

Requires single electrical line

Wall mounted with tapcon screws





Wall Mounted Works

Five Eight, Montreal
Analog_FIVE

1 piece
4' x 18'
Neon and LED Light
Professionally Fabricated
Requires 2 electrical lines
Mounts to wall with lag bolts



Wall Mounted Works

Fareh Malik, Hamilton
Chai

1 piece
10' x 10'

Alupanel face, Steel frame, LED Lights
Professionally fabricated
Requires single electrical
Mounts to wall with lag bolts

**A white man called me that same tired word
*terrorist***

(don't worry, I'm used to it)

what was once an insult

has become a verbal tick in frustration

we were in line at the 7/11

and he had chai in his cup

when he leaned into spiced steam

nose first

he couldn't even recognize my scent

by Fareh Malik

Wall Mounted Works

Angela Aujla, Innisfil
Philkari Forest

Multiple Pieces in 2 Sections
Each section is 15' x 20'

Combination of alupanel prints
and backlit LED custom shapes

Requires single electrical line
Mounts to wall with tapcon
screws



HAMILTON
WINTERFEST FEBRUARY 2 - 20 2023

Wall Mounted Works

Clear Eyes Collective, Hamilton
Urban Oasis

Multiple Pieces
Painted Plywood
Varying sizes

Mounted with tapcon screws
LED lighting is very easy to add



Contact Information

Mural Placements

Jeremy Freiburger
Jeremy@cobaltconnects.ca

Website event addition
www.Hamiltonwinterfest.ca

Partnership Ideas
Steven Hilliard
stevendhilliard@hamiltonwinterfest.ca

