



SUPER CRAWL

**HAMILTON'S PREMIER FESTIVAL OF
CULTURAL DISCOVERY**

**“The festival that is cementing
Hamilton's place as a Canadian capital
of arts and culture”**

- CBC MUSIC

**“It's one of the hottest events of
the year”**

- ONTARIO TRAVEL

**“Supercrawl is, without a doubt,
Hamilton's premier music festival”**

- NOISEY



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
Drones

EXPLORATION

Food Trucks
Artisans & Craft Vendors
Authors' Talks
Sports Activations
Family Area

Since 2009, the festival has featured thousands of performances and creators coming together from all over the world

DEMOGRAPHICS

| YOUNG FAMILIES | GENZ / MILLENNIALS | ATTENDANCE |
|--|--|---|
| <p>Ages 35-44 22.3% of attendees</p> <p>Gender: 55% Female 43% Male 2% Other</p> | <p>Ages 18-34 39.5% of attendees</p> <p>Gender: 54% Female 40% Male 6% Other</p> | <p>280,000+ (2024)</p> <p>28.4% visiting from 40km+ 66.5% from Hamilton + Surrounding Area 5.1% from out of Country</p> |

LOYAL 64% have attended before; 46% attend multiple days

AVERAGE SPEND Attendees spent over \$100 on avg.

SATISFACTION 99% report being satisfied with the festival

SOCIAL FOOTPRINT

SUPERCRAWL.CA

1,200,000+
PAGE VIEWS

245,000+
UNIQUE VISITORS

76% NEW VISITORS
61% NON-LOCAL
6% INTERNATIONAL

FACEBOOK

4.4 MILLION+
IMPRESSIONS

19,700+
FOLLOWERS

22% AGE 25-34
49% NON-LOCAL
11% OUT-OF-PROVINCE

TWITTER/X

1.1 MILLION+
IMPRESSIONS

15,500 +
FOLLOWERS

44% AGE 25-34
73% NON-LOCAL
24% OUT-OF-PROVINCE

INSTAGRAM

906,000+
IMPRESSIONS

17,700 +
FOLLOWERS

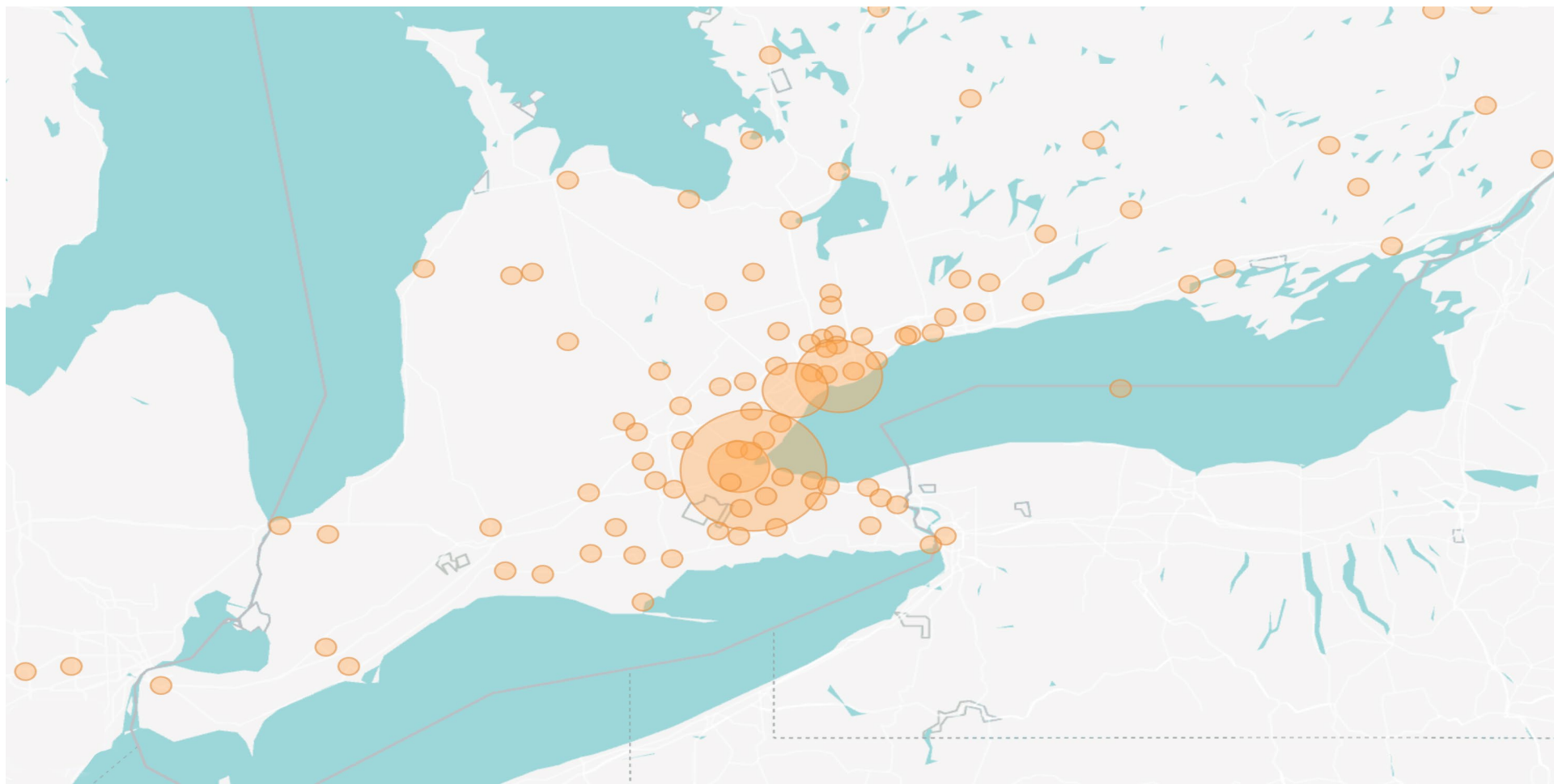
43% AGE 25-34
42% NON-LOCAL
5% INTERNATIONAL

ECONOMIC IMPACT

A background image of a crowded outdoor festival. In the foreground, several people are walking towards the camera. A man in a grey t-shirt and black shorts is walking in the center. To his right, a woman in a black top and red plaid skirt is walking. In the background, there are many white tents set up in a row, and a large crowd of people is walking around. The scene is outdoors with trees and buildings visible in the distance.

ECONOMIC IMPACT OF OVER \$32 MILLION DOLLARS (2024)
ATTENDANCE OF OVER 280,000+ (2024)

Because Beer Heat Map 10 Years





BECAUSE BEER





DISCOVER BECAUSE BEER

Featuring upwards of 30 beer and beverage vendors, Because Beer brings casual beer drinkers, craft beer aficionados and enthusiastic brewers together. The festival offers a unique opportunity to sample a variety of craft beers, spirits and ciders, and interact with brewers, all in a scenic waterfront park.

Festival-goers will also enjoy a world class music stage, delicious fare served up by specialty food vendors, engaging activities, beer yoga, performance art and more!



Key Findings 2024

- ✓ Over 12000 attendees in 2024 over 3 days
- ✓ 9000 attendees from outside 60 kms
- ✓ Over \$2M economic Impact to the region
- ✓ \$900K budget spread over local and National level artists and production fees
- ✓ No complaints from neighbourhood
- ✓ 12 years of growth and success

EARNED MEDIA REACH SC and BB



ALSO INCLUDING

Hamilton Magazine, Canadian Art, Quill & Quire, Flare, 97.7 HTZ-FM, 102.9 K-Lite FM, Fresh 95.3FM, The Hawk 101.5FM, 93.3FM CFMU, AM900 CHML, Toronto Food Trucks, Aesthetic Magazine, Ontario Travel, Barrie Examiner, Brampton Guardian, Brant News, Cambridge Times, Guelph Mercury-Tribune, Inside Halton, Waterloo Region Record, Waterloo Chronicle, Kingstonist, Kingston Region, Kitchener Post, Mississauga News, Muskoka Region, Orangeville Banner, Orillia Packet Times, Ottawa Community News, Our London, Our Perth, New Hamburg Independent, The Silhouette, The Ontario, Brock Press, Urbanicity, Beyond The Watch, A Music Blog, Yea?, Canadian Beats, Northern Transmissions, Southern Souls, I Heart Hamilton, Cut From Steel, The Inlet + more