

Sew
HUNGRY

Ottawa St BIA

**SIDEWALK
SALE**

Ottawa St North, Hamilton



OTTAWA STREET

2026 Event Sponsorship Opportunities
Exposure and Community Alignment Partnership
to Over 30,000++ Annual
Visitors to Ottawa Street

Drive-In
MOVIE
Night



Celebrate
**HOLIDAY
CHEER**
Ottawa Street North



**Halloween
Haunt**





2026 Event List

Drive-In Movie Night Series (Approx Attendance: 600 visitors total)

- April 18 (8:30pm)
- June 20 (9:30pm)
- August 22 (9:00pm)

Experience the magic of the movies under the stars! We're transforming a municipal parking lot into Ottawa Street's own open-air drive-in theatre. Whether you pull up in your car, bring your own lawn chair, or grab a spot in our limited comfy seating, you'll enjoy a night of film, popcorn, and community fun, rain or shine! Perfect for families, friends, and film lovers of all ages.



Thrift Crawl Market Series (Approx Attendance: 2000 visitors total)

(in partnership with Drop Spot East/Timeless)

- April 18
- June 20
- July 18
- August 22



Discover hidden treasures and unique finds at our Thrift Crawl Market Series! Inspired by the energy of art crawl, Ottawa Street comes alive with sidewalk pop-ups where anyone in the community can set up and sell their thrifted goods, alongside our Ottawa Street BIA businesses. Vintage clothing, collectibles, and one-of-a-kind bargains await. Join the hunt for your next great find #ONLYONOTTAWAST!

Jane's Walk: The Fabric of the Neighbourhood May 2nd (10am–12pm) (Approx Attendance: 300 visitors)

Step out with us for "Fabric of the Neighbourhood," a special Jane's Walk where we'll swap the boardroom for the sidewalk and explore what makes Ottawa Street unique. Hear stories from local shop owners, discover hidden gems, and connect with the people and places that give our neighbourhood its vibrant character.



2026 Event List

Sew Hungry Food Truck Festival & Thrift Crawl Market [May 9 \(11am–9pm\) \(Approx attendance: 15,000 visitors\)](#)

Don't miss Canada's largest food truck rally! Sew Hungry brings together 30+ food trucks offering delicious eats from around the world, a new curated market, live food competitions, and family-friendly activities.. It's an unforgettable day of food, music, shopping, and fun for all ages!



Sidewalk Sale [September 26 \(10am–6pm\) \(Approx Attendance: 12,000 visitors\)](#)

Shop local and discover Ottawa Street's best at our annual Sidewalk Sale! The street will be lined with unique finds, special deals, and pop-up vendors. Enjoy free activities throughout the day, including a street-wide scavenger hunt with prizes, perfect for families and bargain hunters alike.



Halloween Haunt [October 31 \(10am-1pm\) \(Approx Attendance: 1,500 visitors\)](#)

Get ready for spooky fun on Ottawa Street! Our Halloween Haunt features family-friendly festivities, costume contests, trick-or-treating at local businesses, and treats for all ages. Come in costume and join the celebration!



Hamilton Day [October 30–November 1 \(Approx Attendance: 1,500 visitors\)](#)

Celebrate Hamilton's incredible community spirit with us! Enjoy special deals, unique activations, and lively events all weekend long on Ottawa Street. Support local businesses and discover what makes our neighbourhood shine.

Holiday Cheer [December 5 \(Approx Attendance: 1,500 visitors\)](#)

Kick off the holiday season on Ottawa Street! Enjoy a festive day of holiday shopping, free horse drawn carriage rides, community activities, and cheerful surprises. Find everything you need to get into the holiday spirit, small business style, perfect for gift shopping and making merry memories.



Gold Level (All Events) 3 Maximum Exclusive Sponsors



Align your business/brand with [ALL 14 exciting events Ottawa has to deliver!](#)

Your sponsorship includes:

Social media rotation, logo inclusion on posts leading up to all events.
Platforms facebook, instagram etc. Receive thousands of brand impressions.
Recognizing you as a top tier sponsor for the entire year!

Value: \$15,000

Logo inclusion placement on billboard advertising
recognizing your business as a top tier sponsor

Value: \$3500

Logo inclusion placement on main stage banner
for Sew Hungry and Sidewalk Sale

Value: \$3,000

Logo inclusion placement on any sustaining promotional material
recognizing your business as top tier sponsor.

Value: \$1.500

Total Value for All 14 Events: \$23,000

Your Annual Investment: \$5000

Monthly Investment : \$416

Silver Level (2 Events) 3 Maximum Sponsors



Align your business/brand with [Sew Hungry and Our Annual Sidewalk Sale](#)

Your sponsorship includes:

Social media rotation, logo inclusion on posts leading up to these events.
Platforms facebook, instagram etc. Receive thousands of brand impressions recognizing you as a key sponsor for these 2 amazing events.

Value: \$7,000

Logo inclusion placement on main stage banner
for Sew Hungry and Sidewalk Sale

Value: \$3,000

Logo inclusion placement on any sustaining promotional material
recognizing your business as top tier sponsor.

Value: \$1,500



Total Value for 2 Events: \$11,500

Your Annual Investment: \$2,500

Monthly Investment : \$208



Bronze (4 Events) 5 Maximum Sponsors



Align your business/brand with the following events;

[Movie Nights, Thrift Crawls, Halloween Haunt, Holiday Cheer](#)

Your sponsorship includes:

Social media rotation, logo inclusion on posts leading up to these events.
Platforms facebook, instagram etc. Receive thousands of brand impressions.
Recognizing you as a sponsor for the entire year!

Value: \$4,000

Logo inclusion placement on any sustaining promotional material
recognizing your business as top tier sponsor.

Value: \$1.500



Total Value: \$5,500
Your Annual Investment: \$1200
Monthly Investment : \$100

