

Telling Tales®

Celebrating 15 Years of Stories

PARTNER WITH US



Are you ready to connect with our story loving families ?

As a leader in this community, you have a story to tell, and we have an audience that loves stories. Our loyal fans are families and educators seeking unique and enriching experiences. They value reading, stories, the arts and nature. By partnering with us you will be recognized as a literacy champion that shares their values and cares about their future.

ABOUT TELLING TALES Now in our 15th year, we are well established and recognized as a leading children's literary festival in Canada. Our mission is to inspire a love of stories and raise awareness for the importance of literacy by connecting children and youth with Canada's leading children's literary stars. We are committed to celebrating Canada's rich cultural heritage and fostering understanding, compassion, inclusion, accessibility and environmental awareness through stories.

FESTIVAL AUDIENCE

FESTIVAL DATES

September 16th and 17th at the Royal Botanical Gardens



IN-PERSON AUDIENCE

6,000

YEAR-ROUND VIRTUAL AUDIENCE

10,000+

MARKETING CAMPAIGN WITH TV, RADIO, PRINT AND DIGITAL MEDIA PARTNERS

\$ 200,000

MEDIA IMPRESSIONS ANNUALLY

15,000,000

SOCIAL MEDIA FANS

10,000 +

NEWSLETTER FOLLOWERS

3,600+

ABOUT OUR AUDIENCE



Families with
2 Children



Female



Age 25-44



Live in
Hamilton/Halton



Live in GTA



Household
Income
of 75k or More



College or
Higher
Education



Prefer arts,
literacy and
nature activities



Work in
Education

Let's learn about your goals and work within your budget to achieve them!

Generate brand loyalty and widen your customer base

MAJOR PARTNERS

- Customized Package
- Logo recognition throughout
- Option for Premium location

CO-BRANDING OPTIONS

- Stages and activities presented by your company

EXHIBITOR

SPONSORSHIP

ADVERTISING

96 %

would recommend Telling Tales Festival to a friend

80%

reported that they would be more likely to consider a service/product of Telling Tales Sponsor/Partner

WAYS WE CAN WORK TOGETHER

- Naming Opportunities
- Presenting Opportunities
- Category Exclusivity
- VIP Events for your Employees/Preferred Clients
- Product Sampling
- On-site or virtual activations
- Customized packages



CONTACT

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Telling Tales
Celebrating Stories

Proudly Canadian, Telling Tales is a not for profit organization.
Charitable Registration -72526 0897 RR0001



Cornelia Li