



## PARTNERSHIP OPPORTUNITIES 2026

**Tour de Dundas / Taste of Dundas** is our community cycling event with local flavour, hosted by **The Rotary Club of Dundas**.

Going into our **fifth** year, our event has grown into a highly anticipated community event alongside the Tour de Dundas cycling event. We expect to host **400+** cyclists and **1,000+** park visitors on our main event day.

We provide our Partners with promotion through social media, on-site booths, website presence, brand exposure, and more.

In 2025, we experienced **45% growth** in website views during our peak promotion window and achieved a **33% increase** in social media followers without operating as a year-round event. Based on this momentum, we anticipate a **further 15–20% increase** in reach and engagement for 2026.

### **Why Participate?**

- Gain exposure through our growing digital channels and community network
- Connect face-to-face with a dedicated audience of local residents and visitors
- Highlight your commitment to Dundas by supporting Rotary-led charitable projects



To be a **Partner**, please apply at [tourdedundas.ca/taste/#apply](https://tourdedundas.ca/taste/#apply)



## **RESTAURANT SHOWCASE PROGRAM (RSP)**

**Dates:** Friday, September 11th – Sunday, September 27th, 2026

This two-week promotion drives foot traffic directly to your storefront before our Main Event. Participating businesses offer a curated ToD menu or prix fixe feature (\$15–\$40) to encourage visitors to discover Dundas through our unique culinary experience, driving repeat visits and increasing in-store spending.



## **THE MAIN EVENT CELEBRATION**

**Date:** 11am-4pm Sunday, September 27th, 2026

Positioned as an outdoor food festival in the historic Dundas Driving Park, our Main Event Celebration captures the high energy of the Tour de Dundas. On-site booth opportunities provide direct brand engagement with a captured audience of local residents, visitors, and cycling participants.



**Grow Your Brand. Expand Your Visibility. Support Dundas.**



## HOW YOUR BUSINESS WILL BE PROMOTED

### EVENT WEBSITE — [TOURDEDUNDAS.CA/TASTE](https://tourdedundas.ca/taste)

- 20K website visits in 2025

### SOCIAL MEDIA PROMOTION

- FB and IG posts (1051 total followers)
- FB and IG views (33.3K total views)

### MARKETING TOOLKIT

- Transparent PNG logo sets, 1 digital and 1 printed poster provided for restaurant use

### PRINTED MATERIALS

- Branded menus for restaurants
- "Event Day Brochure" for vendors (seen by all cyclists and park visitors)

### PINNED SOCIAL MEDIA FEATURE

- Included in a "Carousel" post (Logo cover followed by dedicated spotlights)

### META PAID ADVERTISING CAMPAIGN

- Targeted Ads across FB and IG

### EMAIL MARKETING

- Past and current participants list

### DRIVING PARK PRESENCE ON EVENT DAY

- 400+ cyclists and 1,000+ park visitors

*Stay in the spotlight with 6 weeks of professional promotion leading up to our Main Event on Sun. Sept. 27/26.*



## RESTAURANT SHOWCASE OPPORTUNITIES

### CORE RESTAURANT FEATURE - \$350

*Early Bird Price: \$295 until May 31st 2026.*

- Logo placement on [tourdedundas.ca/taste](http://tourdedundas.ca/taste)
- 1 dedicated feed post and 1 dedicated story
- Marketing toolkit provided for promotional use
- Up to 100 branded menus for restaurant use (QR code options are available)
- Main Event booth space add-on up to 300 sf — **\$150**

### PREMIUM RESTAURANT FEATURE - \$750

*Early Bird Price: \$625 until May 31st 2026.*

- Prominent logo placement on [tourdedundas.ca/taste](http://tourdedundas.ca/taste)
- 2 dedicated feed posts and 2 dedicated stories (With CTA reservation links)
- Marketing toolkit provided for promotional use
- Up to 100 branded menus for restaurant use (QR code options are available)
- Your business stays at the top of our social feeds for the duration of the two-week showcase
- Inclusion in our paid advertisement campaign
- 1 dedicated feature in our email newsletter
- Main Event booth space add-on up to 300 sf — **\$100**

**Dates:** Fri. Sept. 11th — Sun. Sept. 27th, 2026

**Deadline to apply:** Tues. June 30th, 2026



## MAIN EVENT CELEBRATION OPPORTUNITIES

### FOOD & DRINK VENDOR (BOOTH ONLY) - \$250

*Early Bird Price: \$210 until May 31st 2026.*

- Logo placement on [tourdedundas.ca/taste](http://tourdedundas.ca/taste)
- Booth space up to 300 sf in the Dundas Driving Park

### FOOD & DRINK VENDOR (WITH PROMO) - \$400

*Early Bird Price: \$340 until May 31st 2026.*

- Logo placement on [tourdedundas.ca/taste](http://tourdedundas.ca/taste)
- 1 dedicated feed post and 1 dedicated story featuring your event day menu
- Featured in the printed "Event Day Brochure" (including your event day menu highlights)
- 2 dedicated features in our email newsletter
- Booth space up to 300 sf in the Dundas Driving Park



**Date: Sun. Sept. 27th, 2026**

**Deadline to apply: Tues. June 30th, 2026**



## MAIN EVENT CELEBRATION OPPORTUNITIES

### NON-FOOD VENDOR (BOOTH ONLY) - \$150

*Early Bird Price: \$125 until May 31st 2026.*

- Logo placement on [tourdedundas.ca/taste](https://tourdedundas.ca/taste)
- Booth space up to 100 sf in the Dundas Driving Park

### NON-FOOD VENDOR (WITH PROMO) - \$300

*Early Bird Price: \$250 until May 31st 2026.*

- Logo placement on [tourdedundas.ca/taste](https://tourdedundas.ca/taste)
- 1 shared feed post and 1 shared story
- Listed in the printed "Event Day Brochure"
- Booth space up to 100 sf in the Dundas Driving Park



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## ENHANCE YOUR PARTNERSHIP: ADD-ONS

Available to all RSP, food & drink vendor participation tiers.

ADD-ON	DESCRIPTION	PRICE
TABLE TALKERS (4"X6", x25)	BRANDED TABLE-TOP PRINT DISPLAYS	<b>\$60</b>
SOCIAL MEDIA MENU POST	BRANDED MENU FOR RESTAURANT USE	<b>\$80</b>
+1 SOCIAL MEDIA POST	1 EXTRA FEED POST & STORY W/CTA LINK	<b>\$125</b>
META AD INCLUSION	INCLUSION IN OUR PAID AD CAMPAIGN	<b>\$150</b>
30 MINUTE ON-SITE PHOTOSHOOT (5 EDITED HIGH RESOLUTION IMAGES PROVIDED)	PROFESSIONAL PHOTOSHOOT FOCUSING ON TOD MENU ITEMS AND STOREFRONT ATMOSPHERE	<b>\$150</b>

## COMMUNITY IMPACT PROGRAM

### Optional Sales-Based Contribution

Our RSP and Food Partners can choose to contribute **10%** of gross sales from their Taste of Dundas menu items. These donations **directly support our beneficiaries.**

### 2026 Impact Incentive

The **highest** overall contributor will receive **priority placement and guaranteed acceptance** for the 2027 event.



Enhance your visibility with custom add-ons and share your success through contributions that support our community.



## PROUDLY SUPPORTING DUNDAS, TOGETHER

Your participation fees support our 2026 beneficiaries, including **Routes Youth Centre**, **Margaret's Place Hospice**, and **local community projects for the benefit of Dundas**. To date, our event has donated **\$60,000+** back into the Dundas community.



***Help us bring the Dundas community together. Partner with us to celebrate local fare and raise funds for the Dundas community.***



***To be a Partner, please apply today:***



[touredundas@gmail.com](mailto:touredundas@gmail.com)



[touredundas.ca/taste/#apply](https://touredundas.ca/taste/#apply)