

## PARTNERSHIP OPPORTUNITIES 2026



# SOUTH CORE ROAR

**The Southcore is celebrating — and everyone's invited**

**Multigenerational Free to the Community Event!**  
**Saturday August 1<sup>st</sup> 10am- 11pm**  
**Sunday August 2<sup>nd</sup> 11am - 5pm**

**Downtown Fort William | From Paterson Park to the Thunder Bay Museum  
Along Victoria Avenue, between Simpson Street and Brodie Street**



Presented by the Fort William BIA and surrounding businesses.  
With your support we will be able to bring the Southcore Roaring once again.



# Southcore Roar

Southcore Roar is a two-day, free to the community event created to ignite new life into Thunder Bay's South Core. The South Core is coming together to bring this first ever celebration of culture, people, music, motorcycles, classic cars and history. Something for everyone.

A celebration of PROSPERITY of yesteryear and a celebration of GROWTH for today and tomorrow.

Who's Behind the Roar?

The Fort William Business Improvement Area (BIA) is a collective of passionate local businesses and community leaders committed to revitalizing downtown Thunder Bay.

We work to transform the Southcore into a space that celebrates culture, drives economic growth, and creates unforgettable experiences — like South Core Roar.

**A place to gather.  
A reason to  
celebrate. A future  
we build together.**

## OUR REACH TO OVER 250,000 PEOPLE

- Throughout Northern Ontario
- Thunder Bay and area
- Northern United States
- Motorcycle enthusiasts
- Classic car enthusiasts
- Muscle and Music enthusiasts
- History and Culture enthusiasts

## Anticipated Attendees: 10k to 15k people

- 1300 participants
- 200 motorcycles
- 100 classic cars
- 60 sets of performances at Paterson Park Stage (approx. 600 people);
- 15 bands on West stage (approx. 100 performers + crew)
- Strongest sports competition (approx. 50 participants)
- Thunder Bay History Walk (approx. 25 Participants)
- Children's zone (Approx. 50 participants)
- 250 Volunteers
- 100 booth (vendors)
- Indigenous Honoured Education (Approx. 25 Participants)



**Bonus: Friendship Ride for Classic Cars and Motorcycles from all over Northern USA and Northern Ontario.**





## A 2- Day Festival Across 4 Directions

### 1 North Stage - Paterson Park

- Live dance performances from local dance studios
- Multicultural and Indigenous dance showcases
- Indigenous learning area with cultural education and activities
- Kids and family zone with games, crafts, face painting, and hands-on activities

2

### East Side Showcase - Victoria & Simpson Street

- Thunder Bay's Strongest (Person) Competition
- Up to 200 motorcycles, bike and shine (contest and prizes)
- Open houses at the Motorcycle Museum and Climbing Gym

3

### Southside Showcase - Thunder Bay Museum

- Bringing history to life through interactive exhibits Historic demonstrations and storytelling in connection with Thunder Bay's past
- A space to reflect on the legacy of the Southcore and its role in the city's evolution
- Up to 100 Classic Cars on display along May St S.

4

### West Side Stage - Brodie & Victoria

- Live performances from local music bands 11 am to 11 pm
- Non-alcohol tent Victoria Ave
- Licensed alcohol area on Brodie St.

#### Along May Street

Food trucks, local food vendors, artisan booths, and community businesses showcasing their best

# Why Sponsor Southcore Roar

Put your brand at the heart of one of Thunder Bay's most exciting revitalization events. As a sponsor, you will:

- Gain massive exposure to thousands of attendees. Promotion through a geofencing app to all of Northern Ontario and Northern border USA
- Reach a diverse, multigenerational audience
- Shine across radio, digital, TV, and print
- Be seen as a local leader investing in culture and connection
- Align with community pride and regional growth
- Your contribution stays in our community.
- Demonstrates local stewardship and dedication to growth and prosperity to our community
- A local event free to everyone from all genres: age, economic, business,

## Marketing Reach That Delivers

Your sponsorship will be amplified through:

### RADIO

91.5; Rock 94; Energy 103/104; CFNO 400 professional ads; Announcer live mentions; 91.5 and Rock 94 Ambassadors on Site...cut in live every hour Link to In Our Community radio websites

### TELEVISION

200 professionally produced commercials CKPR and Global Thunder Bay Event mentions on Community Calendar on CKPR and Global Television

### THE SOURCE

4 half page ads to run the month prior to the event

### TB, Nwo, SNnewswatch Social Media

Over 1/2 million impressions and ads to run the month prior to Southcore Roar, link to Southcore Roar app and website...

### EVENT GUIDE

33,000 copies delivered to households throughout Northern Ontario. 24 page full colour guide consisting of articles, ads and information. Event interest article placed on same page as next to Sponsor Ad.

### BOOTHSPACE

on Aug.1st & 2nd, 2026  
Min. booth size :10x10  
(location to be determined by the organizing committee.

### SPONSOR WEBSITE

Link back from Southcore Roar App and Website program will allow for geofencing to get an statistical count of the number of attendees and feedback opportunities. We are aiming to get a true analysis for future investment opportunities.

### META

Ads targeted social media ads on a variety of platforms.

### BILLBOARDS

Up to 8 locally placed Billboards.

### WAYFINDING SIGNAGE

On day of Event sponsor logos placed on various wayfinding directional signs and guides.

### STAGE BANNERS

Logo and signage on main stages. (Northside and or Westside)

### EVENT PASSPORT BOOTH

Strategically placed event booths for participants to complete the scavenger hunt. Up to \$2000 worth of prizes to be won. No cost for entry for the participants.

### POSTERS

Logo on posters advertising the event. Displayed in prominent areas of the city and the south core. (deadline sensitive)

### CLASSIC CAR AND MOTORCYCLE CLUB

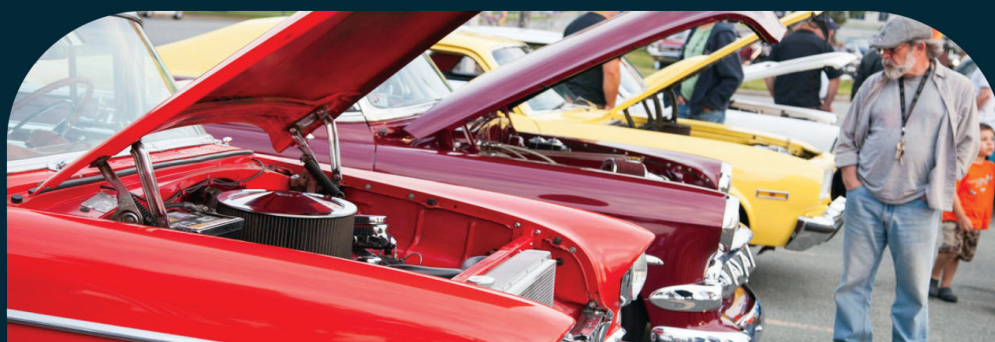
Invitations Northern Ontario; Winnipeg and Northern USA logo added to invitations to over 20 different clubs (deadline sensitive).



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	ROAR	MOTOR	STAGES	CLASSIC CORNER	STEERING	WHEELS	RIDER
<b>Availability</b>	1	2	2	4	5 *	4	15
Investment	10k	7.5k	7.5k	5k	5k	2.5k	1k
Event Presenter	X						
TV Ads	X	X					
Radio Ads	X	alternate	alternate	alternate	alternate		
Event Guide Ad	full colour	1/2 page	1/2 page	1/4 page	1/4 page	1/4 page	1/8 page
Event Guide Interest article	back cover	1/2 page	1/2 page	1/4 page	1/4 page		
Booth Space	10 x 20 prime location	10x10	10x10	10x 10	10 x 10	10 x 10	
Social Media	all	50%	50%	25%	25%	15%	10%
Website link to biz	X	X	X	X	X	X	X
Logo on Billboard	X	X	X				
Stage Banners	X	X	X	X	X	X	
Logo event signage	X	X	X	X	X	X	X
Wayfinding Signage	X						
Passport Booth	X	X	X	X	X	X	X
Source Ad Logo	X	X	X	X	X	X	X
* -indicates one per Steering Sponsorship							
1. Indigenous Learning							
2. Children's Area							
3. Motorcycles							
4. Classic Cars							
5. Strong Person Competition							



**Be part of something big. Help us bring South Core Roar to life and make this festival unforgettable for the entire community.**



**You are not sponsoring a Day  
You are shaping the future of  
Thunder Bay's Southcore.**

*For direct sponsorship inquiries, please contact:*

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Contact us today to become a sponsor:  
Fort William BIA Events Committee  
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