

Downtown Yonge Marketing + Partnership Opportunities

There are many ways you and your brand can engage with the Downtown Yonge BIA. Please do not hesitate to contact our Communications Manager at agamble@downtownyonge.com with questions regarding marketing + partnership opportunities.

1. The **Winter Magic** series of events transforms Downtown Yonge into a winter playground with dazzling holiday lighting installations, seasonal Winter Magic banners and five unique signature events. The annual events vary in theme, target audience and location. Sponsorship and event programming opportunities are available.
2. Seasonal **banner programs** provide members with the opportunity to showcase their brand on beautifully designed street banners, located throughout the Downtown Yonge neighbourhood.
3. **Yonge Buzz** is Downtown Yonge's bi-weekly newsletter that keeps members and the public up to date on district news, events and member spotlights. The newsletter is available both through email subscription and on the Downtown Yonge website.
4. Downtown Yonge is very active in the use of **social media** to connect with members and the public. Twitter and Facebook accounts highlight BIA and member initiatives, area events and news.
5. Every summer, the multi-lingual Downtown Yonge **Discovery Team** provides visitor services to the public. The team offers free walking tours and information about shopping, accommodation and entertainment in the district.
6. Downtown Yonge produces **visitor service materials** such as Discovery Tour Maps and a neighbourhood coupon booklet in which members can advertise specials and promotions. These marketing materials are available for delivery.
7. **Precinct meetings**, hosted by Downtown Yonge, bring BIA members together to network and learn more about area development, events and initiatives.