



HYDE PARK BIA

SPONSORSHIP OPPORTUNITIES

JUNE 13, 2026

1:00 PM - 10:00 PM

HYDE PARK VILLAGE GREEN

PONDFEST



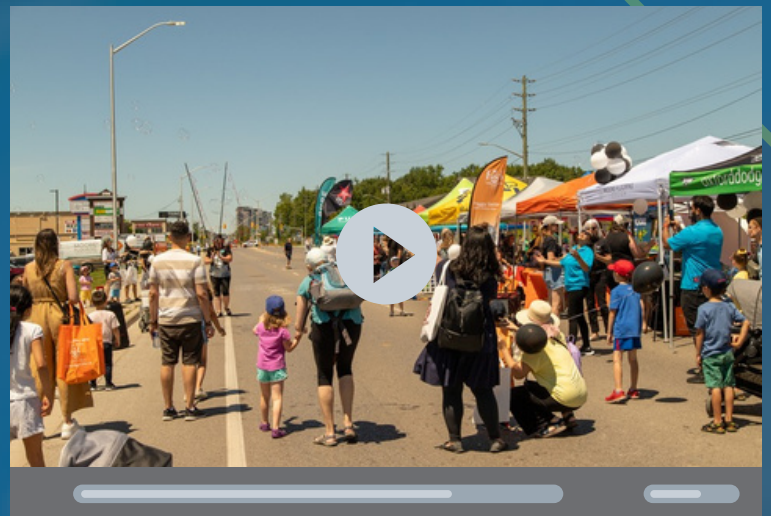
VISIT [HYDEPARKBIA.CA/PONDFEST](https://hydeparkbia.ca/pondfest)
FOR MORE INFORMATION



HYDE PARK BIA

ABOUT US

The Hyde Park Business Improvement Association (HPBIA) serves as an economic and social anchor in Uptown London, fostering a vibrant community in the city's northwest. Representing over 450 businesses, the HPBIA promotes the Hyde Park corridor through beautification, events, and tourism initiatives that attract visitors and strengthen local engagement.



[PONDFEST 2025 VIDEO](#)



HYDE PARK BIA

ABOUT POND FEST 2026

PondFest is a one-day community event in Hyde Park. It is known for its lively atmosphere and engaging activities focused on unveiling an outdoor community piano at Hyde Park Village Green. In addition to our piano reveal, PondFest features an incredible lineup of local bands, various street performers, a wide variety of vendors including food trucks, and more! Whether you're a nature enthusiast, a music lover, or simply looking for a day of family-friendly entertainment, PondFest has something for everyone. This premier event in Hyde Park brings together the vibrant and diverse community of Uptown London and beyond.

As the mainstay event for the area, PondFest has grown from its humble beginnings as a community piano in an un-kept field to become a highly anticipated gathering, attracting over 7,500 attendees. At PondFest, we believe in creating lasting memories and providing a safe and inclusive environment for families to come together and celebrate the beauty of nature. Our event offers a wide range of activities and entertainment that cater to all ages, ensuring a fantastic time for everyone involved.





MUSIC

One of the highlights of PondFest is the incredible lineup of local bands that grace our stage. With London being recognized as a UNESCO-designated Music City, we take pride in showcasing the city's musical richness. From rock and folk to jazz and funk, our diverse musical genres keep attendees grooving throughout the day. In addition, as in past years, we unveiled London's only Outdoor Community Piano, a symbol of our city's vibrant musical culture.

VENDOR VILLAGE

Our bustling Vendor Village features over 40 vendors who proudly showcase unique and locally hand-crafted products. From exquisite artwork and jewelry to fashionable clothing and products from young entrepreneurs, there's something for everyone. By supporting these talented artisans, you're contributing to the growth and vitality of our community.





HYDE PARK BIA

COMMUNITY + KIDS CORNER

For our youngest attendees, PondFest offers a dedicated Kids Corner, brimming with excitement and entertainment. With Miss T the Bubble Queen shows, face painting, interactive games, and train rides, children are captivated by a world of fun activities. Our community corner is a great space to connect with local nonprofits, community groups, and organizations!

FOOD TRUCKS

Let's not forget about the culinary delights at PondFest. Our diverse selection of food vendors serves mouth-watering street food and refreshing beverages. Whether you're a foodie or simply looking to satisfy your cravings, there's a wide array of delectable options to choose from. Plus, your indulgence supports a good cause, as beer and wine sales go towards the Hyde Park Lions.





HYDE PARK BIA

LONDON'S ONLY MUSICAL LASER SHOW

Experience the magic of PondFest's spectacular Laser Light Show, a one-of-a-kind event in London that will leave you mesmerized. As the only laser light show in the city, PondFest brings together cutting-edge technology and artistic creativity to create a captivating visual extravaganza. Prepare to be dazzled as vibrant beams of light dance across the night sky, synchronized with a carefully curated soundtrack that sets the mood for an unforgettable experience. Whether you're a fan of music and technology, or simply enjoy immersive visual spectacles, the Laser Light Show at PondFest is a must-see event.





THE EVENT SPACE

The Hyde Park Village Green, located just off Hyde Park Road, bridges residential and commercial zones, transforming a once-environmental space of field grass and ponds into a vibrant public park. This transformation began in 2018 when the Hyde Park BIA (HPBIA), in collaboration with the City of London, successfully re-zoned the area for community use. Since then, the HPBIA has formally adopted the park and its pond, making it a central hub for community activations and events that foster connection and enrichment.

In 2022-2023, the park underwent significant upgrades, funded by a \$500,000 grant from the Canada Community Revitalization Fund, alongside contributions from the City of London, the Hyde Park BIA, and Oxford Dodge Chrysler, totalling \$800,000. Now an urban park, Hyde Park Village Green serves as a formal gathering space, featuring modern amenities like extensive hardscaping, outdoor lighting, irrigation, seating, and horticultural designs. These enhancements have solidified the park's role as a neighbourhood focal point, welcoming residents to connect and celebrate in a thoughtfully designed setting.





THE AUDIENCE

PRIMARY

Geographics

- Residents of the Greater Hyde Park Area
- Live in a 5km radius surrounding Hyde Park BIA boundaries (Population of 37,105 across 13,474 households)

Demographics

- Median age of 47
- 70% of residents own their home
- Average household income of \$96,415
- 57% of residents are married
- 51% of residents have children
- 34.7% of the population self-identifies as a visible minority
- 28.9% of residents self-identify as immigrants

Psychographics

- Family-oriented, value time with family over time at work
- Established in careers, or preparing to enter the workforce
- Have disposable income to spend
- Value sense of community
- Would prefer to visit kid-friendly events over nightlife

Benefit

- Connect with community and neighbours
- Find new local businesses and eats
- Get into the community spirit by attending a community event within walking distance of their home
- Experience a unique local vendor market experience

SECONDARY

Geographics

- Residents of London
- Live in a 15km radius surrounding Hyde Park BIA boundaries (Population 422,324)

Demographics

- Median age of 39
- 60% of residents own their home and 40% rent
- Average household income of \$62,011
- 44% of residents are married
- 37.8% of households have children

Psychographics

- Family-oriented, value time with family over time at work
- Values time with friends
- Prefers to shop locally rather than internationally
- Seeks out new adventures and experiences

Benefit

- Visit areas of London they may not be familiar with
- Explore offerings of local vendors
- Enjoy local music and entertainment
- Find new businesses and eats



HYDE PARK BIA

PondFest BY THE Numbers



9

HOURS OF
LIVE
MUSIC



420K+
POPULATION
OF LONDON



FREE
TO ATTEND



12

2014-2026

YEARS!

1



UNFORGETTABLE
DAY



11 COMMUNITY
PIANOS



60+
VENDORS

POND FEST



71% FEMALE
29% MALE



7500

ATTENDEES



AVAILABLE SPONSORSHIP LEVELS



\$10,000 SPONSORSHIP PACKAGES

1 OPPORTUNITY

✓ TITLE SPONSOR



\$5,000 SPONSORSHIP PACKAGES

1 OPPORTUNITY

✓ MUSIC SPONSOR



\$3,000 SPONSORSHIP PACKAGES

3 OPPORTUNITIES

✓ LASER SPONSOR

✓ LEGO SPONSOR

SOLD

✓ TRAIN SPONSOR



HYDE PARK BIA



\$2,000 SPONSORSHIP PACKAGES

3 OPPORTUNITIES

- ✓ STILTWALKER SPONSOR
- ✓ COMMUNITY PERFORMANCE SPONSOR
- ✓ BUBBLE QUEEN SPONSOR



\$1,000 SPONSORSHIP PACKAGES

2 OPPORTUNITIES

- ✓ PIANO ART SPONSOR
- ✓ LIVE CHALK SPONSOR





WHAT IS INCLUDED?

\$10,000 PACKAGE

- Title rights
- Logo on the event website
- Social media thank you post x 3
- Sponsor mention in our community newsletter
- Sponsor mention in pre-event press release
- Logo on event signage
- Booth at event
- Logo on stage sign
- Logo on sponsor signage throughout event
- Onstage sponsor mention by host
- Logo in laser show
- Logo in event recap video

\$5,000 PACKAGE

- Logo on the event website
- Social media thank you post x 3
- Logo on event signage
- Booth at event
- Logo on sign at the music stage
- Logo on sponsor signage throughout event
- Onstage sponsor mention by host
- Logo in event recap video
- “[activity] brought to you by...” in all marketing promotion

\$3,000 PACKAGES

- Logo on the event website
- Social media thank you post x 2
- Logo on event signage
- Logo on sponsor signage throughout event
- Onstage sponsor mention by host
- Logo in event recap video
- Booth at event
- “[activity] brought to you by...” in all marketing promotion

\$2,000 PACKAGES

- Logo on the event website
- Social media thank you post x 2
- Logo on event signage
- Logo on sponsor signage throughout event
- Onstage sponsor mention by host
- Logo in event recap video
- Booth at event
- “[activity] brought to you by...” in all marketing promotion

\$1,000 PACKAGES

- Logo on the event website
- Social media thank you post x 1
- Logo on event signage
- Logo on sponsor signage throughout event
- Logo in event recap video
- Onstage sponsor mention by host
- Booth at event
- “[activity] brought to you by...” in all marketing promotion

Disclaimer: Sponsorships secured after May 1, 2026 may not be included in event posters or other printed promotional materials due to production deadlines.



HYDE PARK BIA

MORE QUESTIONS?

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