

YONGE-DUNDAS SQUARE

2024 BRAND ACTIVATION
OPPORTUNITIES

YONGE | DUNDAS
SQUARE



ABOUT US

Yonge-Dundas Square is a unique focal point of the downtown Toronto community. Yonge-Dundas Square is an exciting public space born from the passion of its community and the energy of commercial participation to develop a positive perception through its activities, security, and cleanliness.

The Square draws visitors from across the city and around the world, bringing a vibrant energy to the neighbourhood.

Our team of experienced event coordinators and service providers work closely with each client to ensure the successful execution of their event.

IN 2023, WE HOSTED:

55

EVENTS & FESTIVALS

100K+

PEDESTRIANS REACHED EACH DAY

30M+

PEDESTRIANS REACHED YEAR-ROUND

Access these audiences at Yonge-Dundas Square

Data sources: Yonge-Dundas Square, Downtown Yonge BIA



VISITOR PROFILES

In 2023, we worked with Environics to gain insight into who visits the Square.

Data was collected from a number of events and non-event days. While visitor types do vary depending on events, when cross analyzed, six PRIZM® segments surfaced to give shape to the primary audiences for the Square.

For more information about these audience segments, such as average household income, education, interests, how they think, and spending habits, visit: prizm.environicsanalytics.com

PRIZM® is a segmentation system for understanding customers and markets in Canada. It features 67 segments that capture current demographics, lifestyles, and values.



DEMOGRAPHIC HIGHLIGHTS

YDS VISITORS

are typically

UNDER 35

30%

of households have

CHILDREN

\$106K to \$120K

range of average Household

INCOME

70%

of event visitors live within a

20KM RADIUS

OF YDS

35%

of event visitors live within a

3 TO 5KM RADIUS

OF YDS

Based on Environics collected data, 2023.



10X20 ESTIMATE

\$3,716.00 +HST

The following estimate is based on a 4-hour 10x20 promo that includes

- 10x20 permit fee
- 1-hour load-in and 1-hour load-out.
- Corresponding exclusive staffing, including on-site coordinator, operations, and security.
- One 15 AMP electrical hook-up and 10 cable mats.
- Garbage & recycling fee

For more information on our charges and fees, please visit www.ydsquare.ca/book



20X20 ESTIMATE

\$8,439.50 +HST

The following estimate is for an 8-hour 20x20 promo that includes:

- 20x20 permit fee
- 2-hour load-in and 2-hour load-out.
- Portable sound system to play music.
- Corresponding exclusive staffing including on-site coordinator, operations, security, and AV.
- Two 15 AMP electrical hook-ups and 10 cable mats.
- Garbage & recycling fee

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FULL PERMIT ESTIMATE

\$34,286.50 +HST

The following estimate is based on a 12-hour event that includes:

- Full square permit fee
- 4-hour load-in and 4-hour load-out.
- Concert sound system and lighting package.
- Corresponding exclusive staffing including on-site coordinator, operations, security, AV and electrician.
- A portable electrical panel with twelve 15 AMP hook-ups.
- Out of hours transportation
- Garbage & recycling fee
- Powerwash fee

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DIGITAL SCREEN PACKAGES

VERTICAL KIT

\$4,500/day

- ✓ 3x Screens
- ✓ Access during load-in, event and tear down

HORIZONTAL KIT

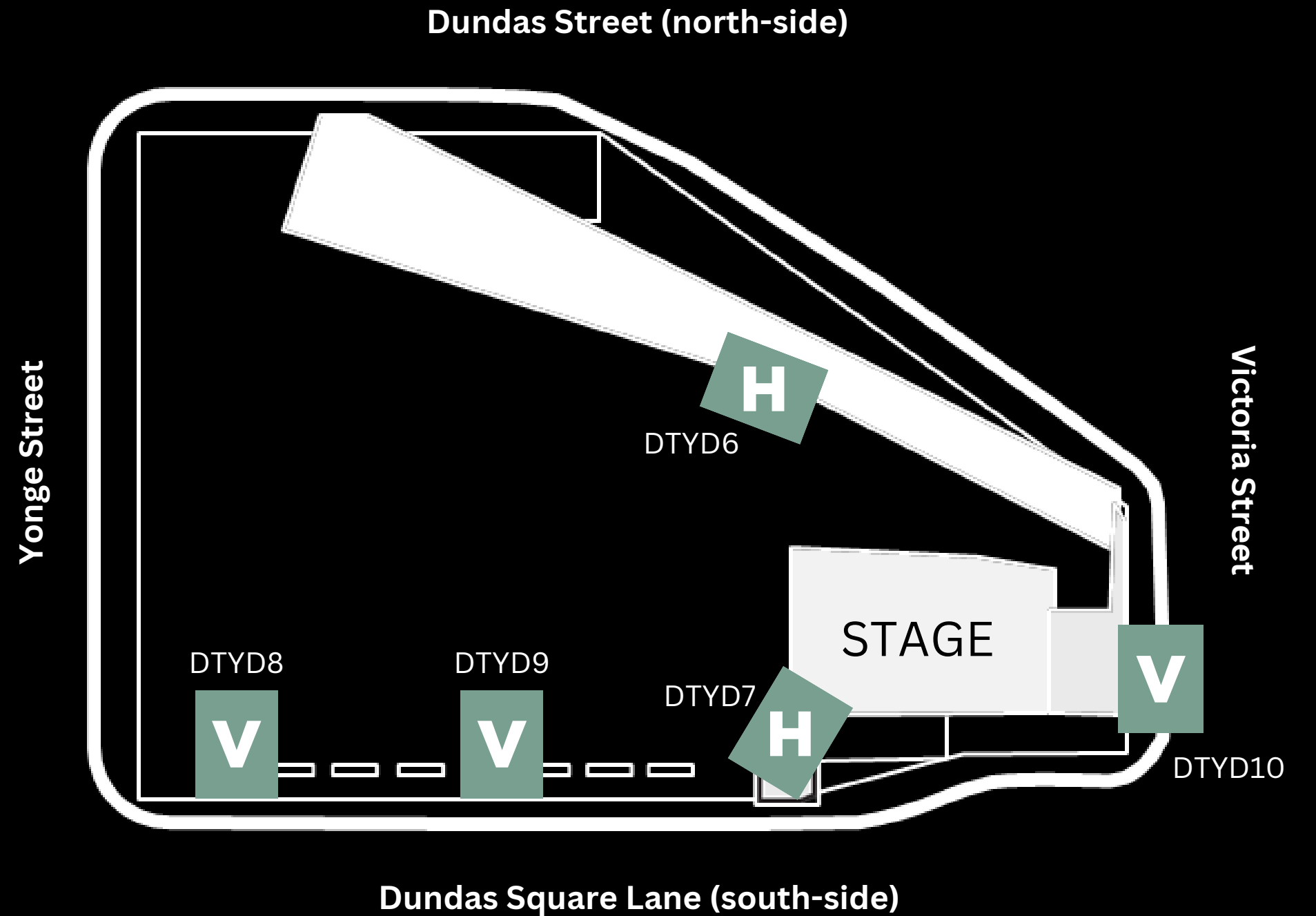
\$7,000/day

- ✓ 2x Screens
- ✓ Access during load-in, event and tear down

FULL KIT

\$9,500/day

- ✓ 5x Screens
- ✓ Access during load-in, event and tear down



TESTIMONIAL



The Amazon Great Canadian Kindness Exchange

December 13, 2022

"Hosting our event at YDS was great because it allowed us to hit a significant number of consumers in a very short amount of time. With a footprint of about 20'x40' the square was easy to accommodate us and we were able to be front and centre on Yonge Street which has high foot traffic. We were also able to leverage the video screens onsite to help create further awareness around our event and tie things together."

- Citizen Relations

HOW TO APPLY



REVIEW GUIDELINES

Review Yonge-Dundas Square guidelines [online here](#).



APPLY ONLINE

If you need a hard copy of the application, please get in touch with info@ydquare.ca



MEET WITH YDS REPRESENTATIVE

Once the application has been submitted, a Yonge-Dundas Square representative will book a call with you to review your event

Visit www.ydsquare.ca/book for all booking inquiries



QUESTIONS?

CONTACT US

We'd love to explore how you can be a part of our 2024 Season



Emily Atherton

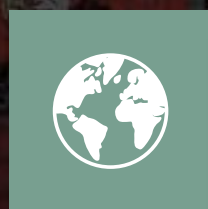
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