A DJ in a black t-shirt and cap performs on a stage at night, holding a microphone. The stage is lit with blue and red lights, and a large crowd of people is visible in the background, many holding up sticks or phones. The DJ's t-shirt has "CEOUS" and "3" visible on the back. The "FROSH CIRCUS" logo is overlaid in the center.

FROSH CIRCUS

WWW.FROSHCIRCUS.COM

XL

THE EXPERIENCE

- The Biggest Frosh Week Tour in Canada (by attendance)
- Electrified Circus Culture
- Carnival Games & Foods
- Over \$350,000 Talent Budget
- Live Performers Including Fire Artists, Aerialists, Jugglers & Stilt Walkers
- Ferris Wheel & Carnival Rides (Waterloo/Guelph)
- Exotic Animal Photobooth
- Total Digital Impressions in 2015: 4.63 MM



EVENTS

A woman in a purple sequined top and striped skirt is holding a flaming torch high in the air. She is smiling and looking towards the camera. The background is a dark, crowded outdoor event with colorful lights and other people visible in the distance.

2014 Total Attendance - 11,000
2015 Total Attendance - 14,000
2016 Projected Attendance - 17,000

Waterloo - Outdoor Block Party
Attendance - 8,500

St. Catharines - Outdoor Block Party
Attendance - 3,500

Barrie - Mansion Nightclub
Attendance - 500

Halifax - Marquee Ballroom
Attendance - 1,000

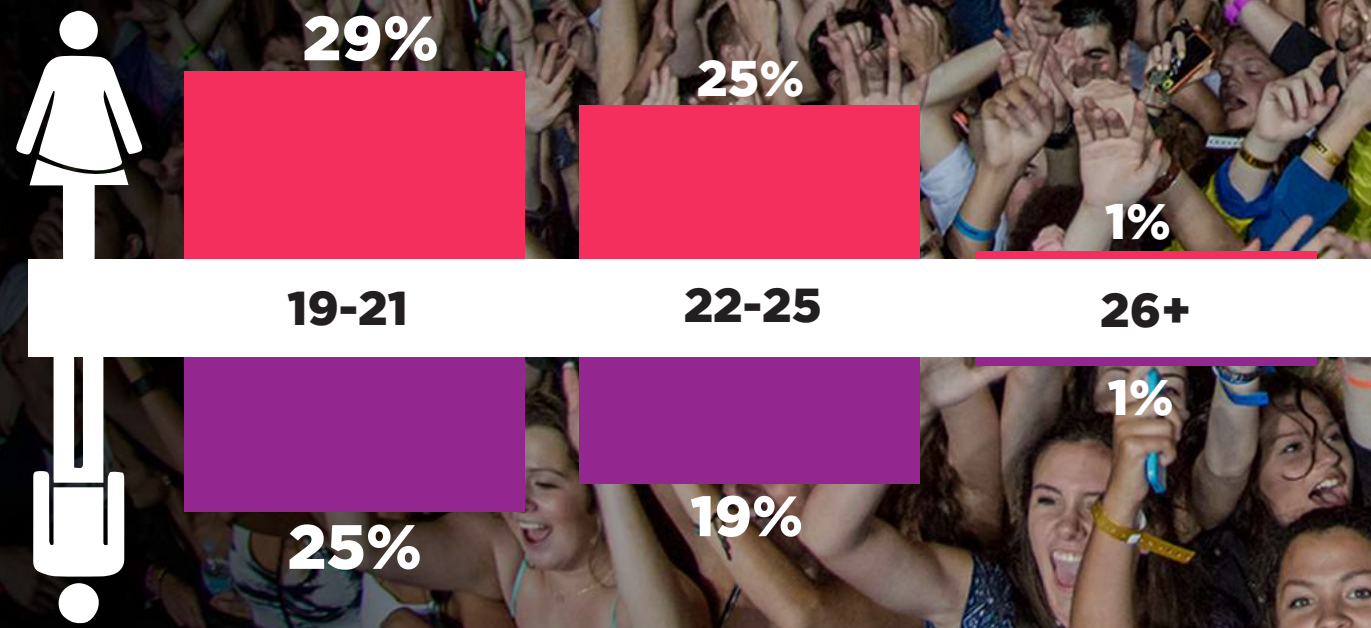
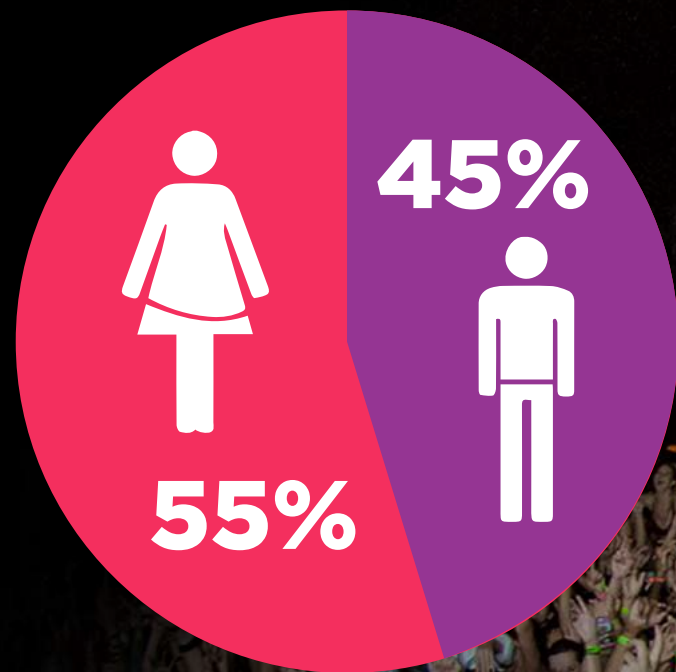
Brantford - Club NV
Attendance - 600

Kingston - Stages Nightclub
Attendance - 800

Ottawa - Liquor Store
Attendance - 800

Hamilton - Club 77
Attendance - 1,200

DEMOGRAPHICS



SOCIAL

Stats on our social accounts combined used to promote Frosh Circus.



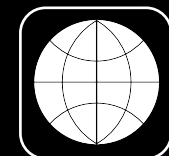
83,777 Followers



236,937 Channel Views



3,042 Followers



201,214 Web Views



38,279 Subscribers



7,120 Followers

Note:

- Frosh Circus Facebook fan page has 9,547 followers
- Frosh Circus 2015 event videos received 62,429 views
- FroshCircus.com had 37,542 web views from July-Sept 2015



OUR OFFER

- **Exclusive naming rights to Frosh Circus 2016**
- **Pervasive brand integration at the venues including backdrops, signage, videoloops, etc.**
- **Exclusivity in the beer/liquor category when possible**
- **Experiential activation opportunities on-site**
- **Extensive online digital exposure with logo placement throughout the full two month marketing campaign**





FROSH CIRCUS





**FROSH
CIRCUS**



LET'S TALK

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**More Pictures & Videos:
www.FroshCircus.com**

