



20TH DESI FEST

SANKOFA, CANADA

June 19th - June 20th

DESI FEST

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OUR LEGACY

2007



2009



2011



2013



2015



2008



2010



2012



2014

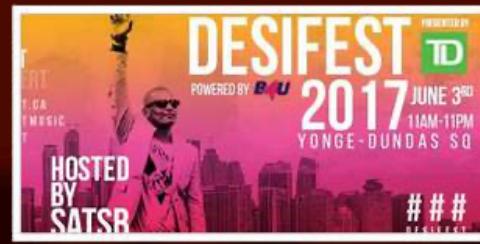


2016



OUR LEGACY

2017



2019



2021



2023



2025



2018



2020



2022



2024



THE 2025 EVENT

OUR 20TH DESIFEST

“ In 2026, we celebrate two decades of music, culture, and unity. This isn’t just another festival year — it’s a milestone moment to honor our journey and amplify what’s next.



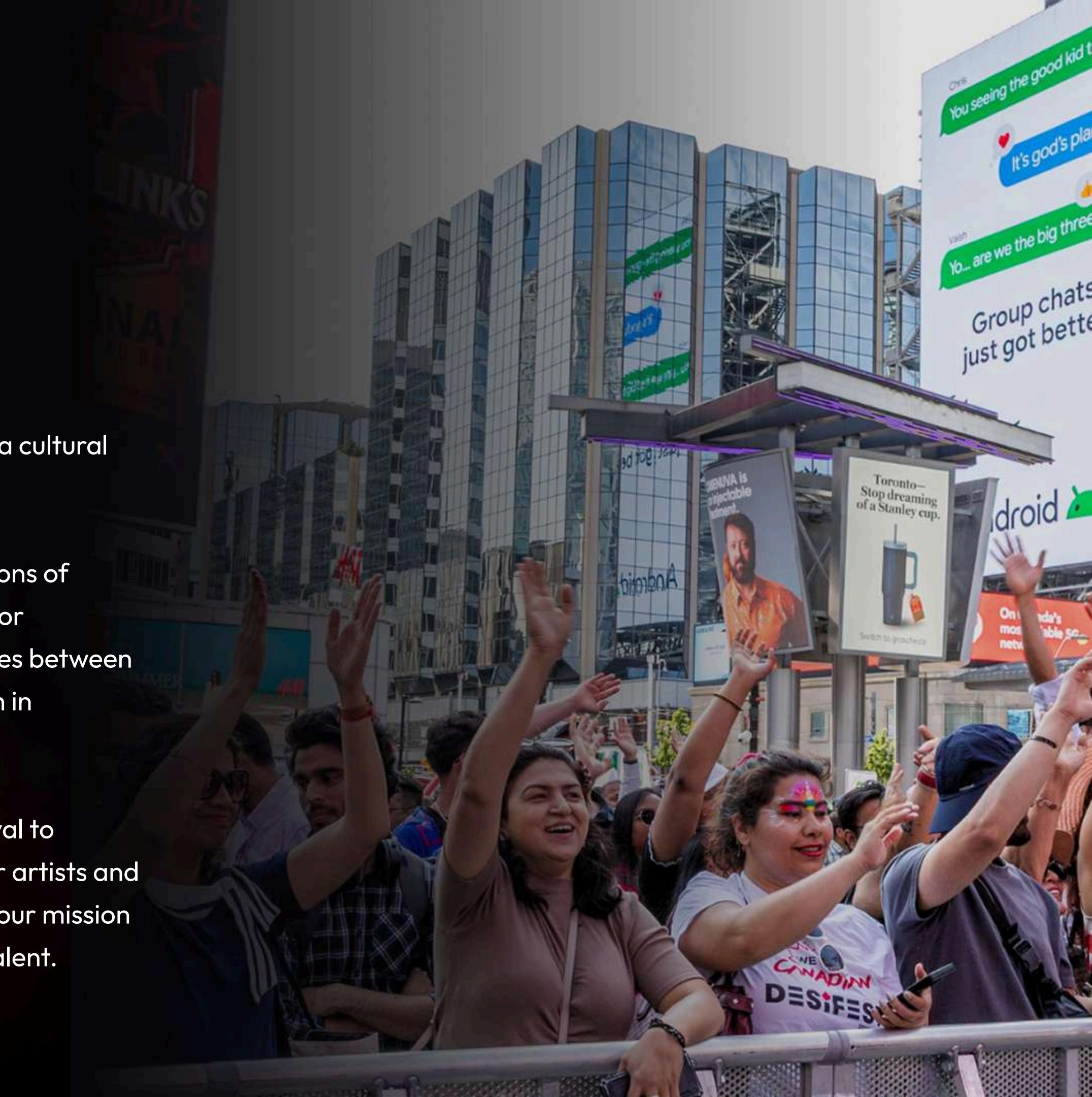
OUR STORY

WE ARE CANADA'S SOUTH ASIAN MUSIC PIONEERS

For **20 years**, DESIFEST has been more than a festival — it's a cultural movement.

Since 2006, we've hosted over **1,000 artists**, welcomed millions of attendees, and generated more than **\$3M** in direct support for Canadian talent. Our stage has launched careers, built bridges between cultures, and set the standard for South Asian representation in Canada's music scene.

In 2024, we made history as the first South Asian music festival to feature a 100% Canadian lineup — a defining moment for our artists and community. In 2025, we built on that momentum, continuing our mission to showcase, elevate, and celebrate Canadian South Asian talent.



Chris
You seeing the good kid t
It's god's pla
Vaish
Yo... are we the big three
Group chats
just got better

Toronto—
Stop dreaming
of a Stanley cup.

Switch to gachacha

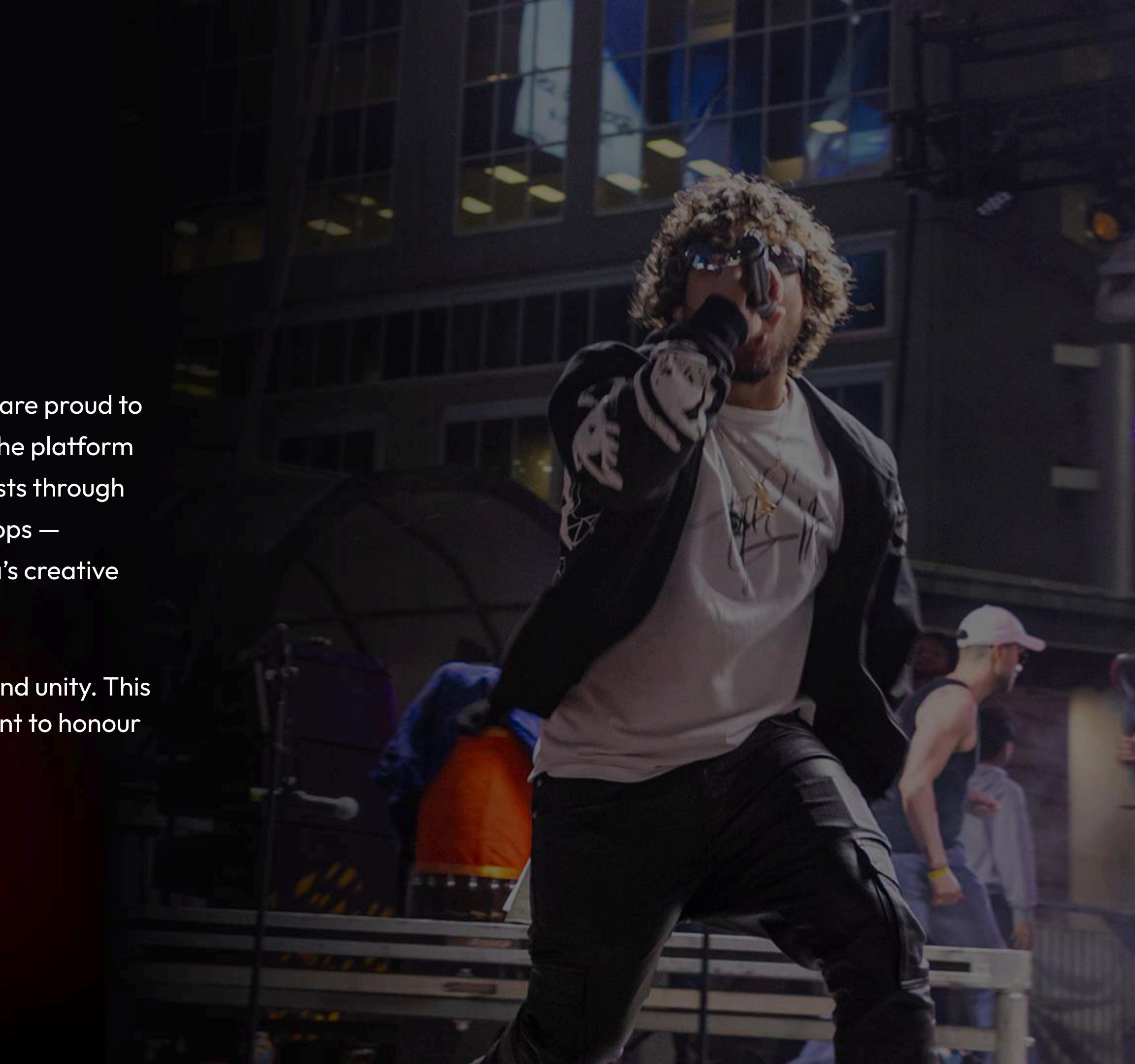
On Canada's
most reliable s
networ

Android

NOT JUST A FESTIVAL

The depth of artistry in Canada is undeniable, and we are proud to give these incredible musicians, singers, and dancers the platform they deserve. We work year-round with emerging artists through OpenMic, mentorship programs, and industry workshops — ensuring that our stage represents the best of Canada's creative future, not just its present.

In 2026, we celebrate two decades of music, culture, and unity. This isn't just another festival year — it's a milestone moment to honour our journey and amplify what's next.



OUR MISSION

EMPOWER

We empower artists, newcomers, and brands by creating meaningful opportunities to collaborate, perform and grow.

ENGAGE

We engage communities and cultures through experiences that foster authentic connection.

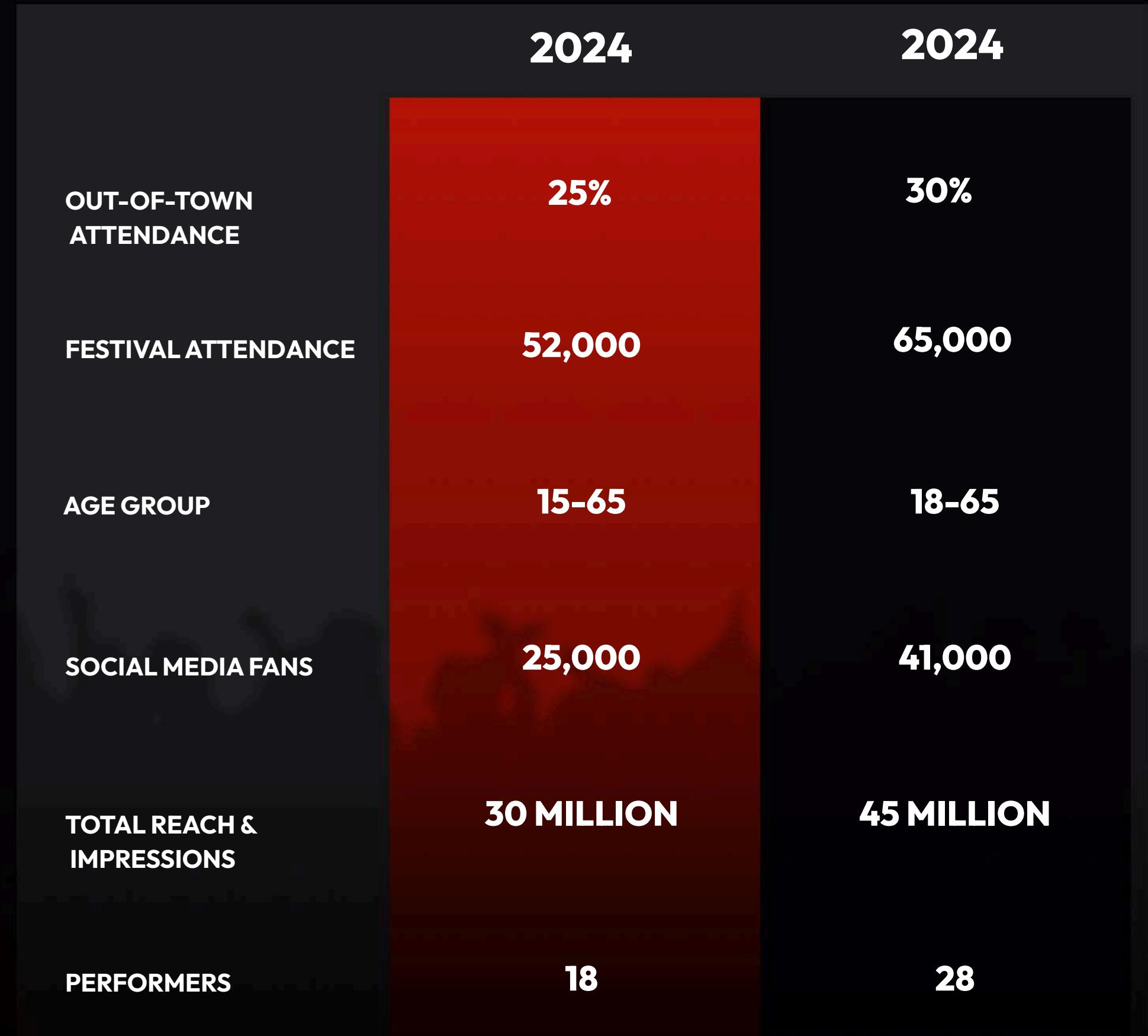
ELEVATE

We elevate South Asian talent, representation, and cultural pride, bringing them to the national stage with world-class programming and a commitment to lasting impact.



AUDIENCE BREAKDOWN

- 60,000+ in-person festival attendees
- 100,000+ drop-in visitors at Sankofa Square
- 30 million+ total digital impressions
- 80% South Asian / 20% multicultural audience mix
- Majority aged 18–65, with strong family attendance. Our bullseye is 19 to 25 year old students, young professionals and new families



AUDIENCE BREAKDOWN



40%



60%

80%

SOUTH ASIANS

20%

NON-SOUTH ASIANS

SPENDING POWER

\$49B

SOUTH-ASIAN CANADIAN
BUYING POTENTIAL

FOOD & DINING

FASHION & BEAUTY

TECHNOLOGY

TRAVEL & EDUCATION

| BREAKDOWN

11AM

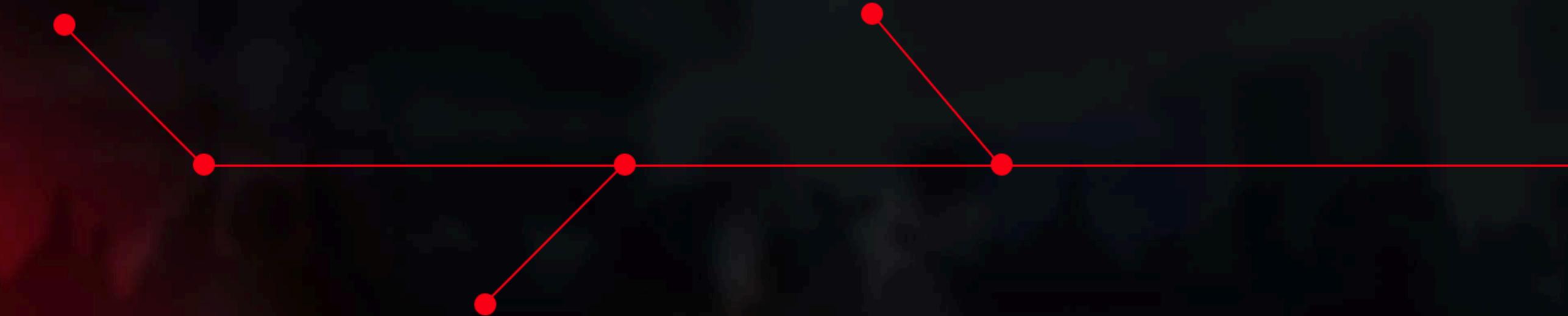
TRADITIONAL BOLLYWOOD
MUSIC

8PM

HIT MAKERS, BOTH LOCAL
AND INTERNATIONAL

3PM

URBAN MUSIC



AUDIENCE & REACH

Our audience extends far beyond the square, with massive online engagement and national media visibility.

INFLUENCER PARTNERSHIP:

300K+
VIEWS

2K+
SHARES

1K+
SAVES

FACEBOOK AND INSTAGRAM:

\$0.08
CPC

7.8%
CTR



CELEBRITY ENDORSEMENTS:

161K+

VIEWS

YOUTUBE AND GOOGLE DISPLAY

1.34M

IMPRESSIONS

\$0.01

CPV

MEDIA FEATURE:

**CTV, CBC, OMNI,
NARCITY, TODO
TORONTO+**



OPEN MIC JAM SESSIONS

With the **JUNO Awards** now recognizing South Asian artists and immigration bringing new global talent to Canada, our mission has never been more urgent.

OpenMic by DESIFEST is our year-round artist development series — launched in Toronto, now expanding to Durham, Montreal, Vancouver, Windsor, and Hamilton in 2025/2026. Each month, **80+ artists** perform, connect, and grow.

Over the past two years, DESIFEST has proudly presented the only **100% Canadian lineup** of South Asian artists in the country. **OpenMic** is how we discover and nurture these voices — ensuring Canada's next generation of musicians, singers, DJs, poets, and spoken word artists are ready for the spotlight.



MORE ARTISTS MORE ACTIVATIONS MORE ENGAGEMENT

Year **20th** will not only be a milestone year but also our expansion into a **3-day festival**. The three-day format doubles sponsor exposure, audience engagement, and brand storytelling opportunities.

From immersive activation zones and cultural showcases to live-streamed performances and influencer-led content, every moment is designed for maximum reach and measurable results. 2026 is more than an anniversary — it's a once-in-a-decade chance for brands to align with a legacy event, **connect with Canada's fastest-growing cultural community** and make history with us.



SHOW DETAILS

TICKETED CONCERT : 7PM - 8PM

EVENING SHOWCASE

19+ International artist for a ticketed event

DESIFEST DAY 1 : 5PM - 11PM

FRIDAY

Food vendors, brand activation

8 to 10 fusion and multicultural performances, focusing on HipHop,
Dance and Pop music

DESIFEST DAY 2 : 11AM - 11PM

SATURDAY

Focus on Bollywood, Tollywood, and Kollywood, featuring the very
best musicians and singers from across Canada, capped by a
major global headliner.

Food Zone

Kids Zone

Beer Garden

Brand Activation



EARLY BIRD
GENERAL

DESIFEST

0102939

SPONSORSHIP

DESIFEST 2026 offers sponsors the opportunity to connect with audiences through high-visibility, interactive, and culturally relevant activations. From on-stage branding to experiential zones, each sponsorship is designed to create memorable moments that drive brand recall and loyalty.

MAIN STAGE NAMING RIGHTS

Align your brand with the festival's central performance space.

FOOD FESTIVAL

20+ diverse vendors with brand integration and sampling opportunities.

BEER STAGE & VIP LOUNGE

Premium experience with product sampling, lounge seating, and sponsor branding.

ARTIST LIVESTREAM LOUNGE

Sponsor-branded behind-the-scenes content hub.

KIDS ZONE

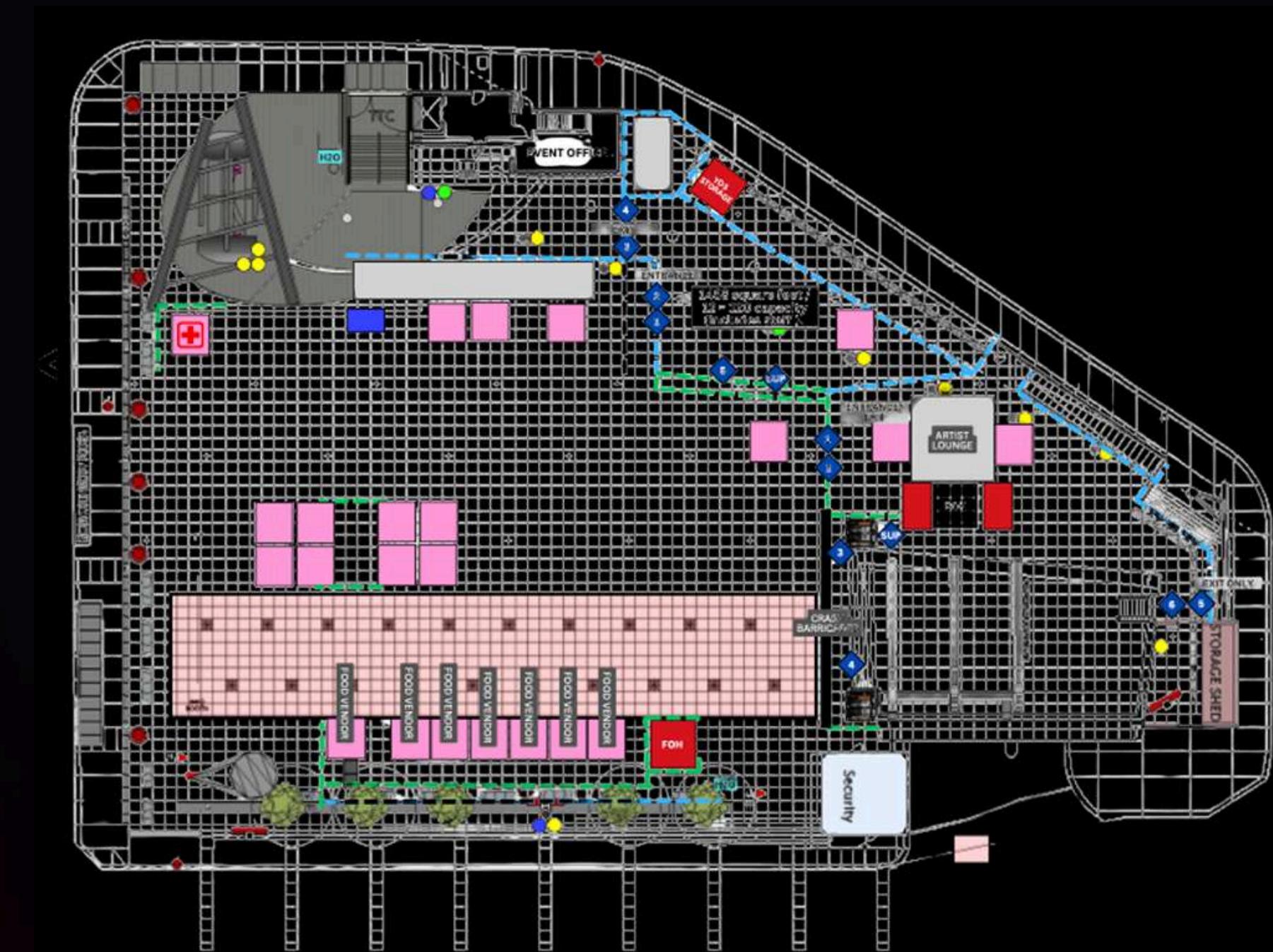
Family-focused activities co-branded with sponsors.

CUSTOM BUILD

Have a turnkey activation? We can help you bring it to life at DESIFEST!

20TH YEAR ACTIVATION

**LET'S COLLABORATE TO MAKE YOUR BRAND AN
UNFORGETTABLE PART OF DESIFEST'S 20-YEAR
MILESTONE.**



20TH YEAR ACTIVATION

DIGITAL DISPLAYS

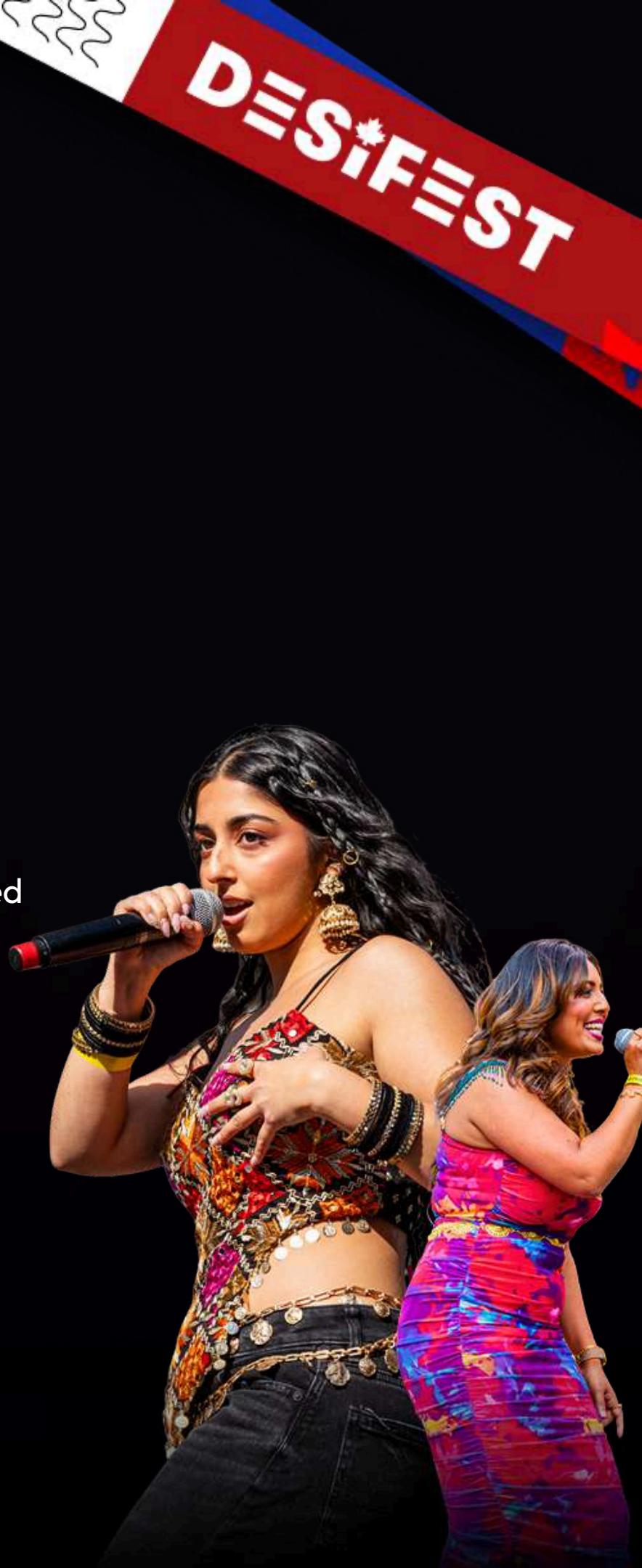
- Continuous sponsor visibility via on-stage LED walls and outdoor digital screens throughout our 12-hour celebration.
- Reach over 60,000 engaged attendees and 100,000+ urban passersby at Sankofa Square, maximizing brand exposure.
- Sponsor messages are also integrated into our livestream broadcasts, expanding your reach to a vibrant digital audience

MEDIA ENGAGEMENT

- DESIFEST commands national and multicultural coverage on CBC, CTV, OMNI, Narcity, Todotoronto, and more.
- In 2025, our earned media delivered 1M+ additional impressions—at zero media spend.
- Sponsors feature in press releases, live interviews, on our media wall, and are celebrated as cultural champions.
- All partners receive a detailed post-event impact report quantifying reach and engagement.

ONSITE & INTERACTIVE OPPORTUNITIES

- From branded digital content to immersive festival activations, our team works with sponsors to design memorable brand experiences.
- Options include branded zones, sampling booths, interactive games, and exclusive contests—customized to your marketing goals.



DESiFEST

ENGAGEMENT

FROM DIGITAL DISPLAYS TO COMPLETE ONSITE ACTIVATIONS, WE ASSIST YOU IN DISCOVERING THE MOST EFFECTIVE WAYS TO MAKE A LASTING IMPRESSION AT DESIFEST.

UP TO 20' X 20' SPACE

- On-stage LED walls and outdoor digital screens provide continuous visibility throughout the **12-hour festival**.
- With more than **60,000 attendees** and **100,000+ passersby** at **Sankofa Square**, sponsor messages achieve both direct engagement and mass urban reach.
- Content also appears in livestream broadcasts, extending impressions to digital audiences.

MICRO INFLUENCERS

- Partnership with **7 South Asian creators** in 2025 delivered **300K+ views, 2K shares, 1K saves for under \$1,000 spend**.
- Sponsors can align with influencer-generated content that feels authentic, trusted, and community-led.
- Year-round influencer relationships extend visibility beyond festival weekend.



CO-BRANDED LIVESTREAM

- In 2025, livestream content reached over **1.3M impressions** at a cost of just **\$0.01 CPV**.
 - Sponsors can co-brand livestream segments, lower-thirds, and backstage interviews, ensuring logo presence across every piece of digital content.
 - Livestream assets remain online for rewatch and clipping, extending **sponsor ROI** beyond event day.
-

ARTIST ENGAGEMENT

- DESIFEST is the only festival with a **100% Canadian South Asian** lineup for two consecutive years.
 - Artists act as natural ambassadors, sharing sponsor-branded content with their own networks, amplifying reach organically.
 - Opportunities for meet & greets, branded shoutouts, and exclusive sponsor tie-ins with headliners increase both visibility and brand affinity.
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RETURN ON INVESTMENT

AT DESIFEST WE KNOW SPONSORS EXPECT MEASURABLE RESULTS, SO WE BUILD ROI INTO EVERY PARTNERSHIP.

HOW WE MEASURE AND REPORT ROI

- **Onsite attendance** and engagement (foot traffic, tent visits, Kids Zone participation, VIP activations).
- **Digital reach** and performance (impressions, clicks, CTR, CPV, influencer reach, livestream views).
- **Media coverage value** (earned media impressions across broadcast, print, and digital).
- **Community impact** (volunteer hours, newcomer engagement, artist opportunities).

CUSTOM DATA AND LEAD CAPTURE OPPORTUNITIES

- **QR code activations** for sampling, contests, and sign-ups.
- **Branded surveys** or polls during livestream and on social media.
- **Digital contests** that capture emails or opt-ins for sponsor databases.
- **Post-event customer engagement** opportunities through our newsletter and influencer network.

POST-EVENT REPORTING

Every sponsor receives a detailed **post-event report** including:

- **Attendance** and demographic data.
- **Digital metrics** (impressions, CPC/CPV, influencer reach).
- **Media mentions** and earned media highlights.
- **Photos, videos, and content** examples of brand activations.



DESiFEST

PAST SPONSORS

"DESIFEST CONTINUES TO BE AN IMPORTANT FESTIVAL AND MOVEMENT IN CELEBRATING CULTURE BUT ALSO HELPING TO BUILD A STRONG CANADIAN SOUTH ASIAN MUSIC SCENE." SCOAN



I WHY US?

FOR TWO DECADES, DESIFEST HAS DELIVERED MORE THAN MUSIC – WE’VE CREATED A TRUSTED, HIGH-ENERGY PLATFORM THAT CONNECTS BRANDS TO ONE OF CANADA’S MOST ENGAGED CULTURAL COMMUNITIES.

WE STAND APART BECAUSE:

UNMATCHED LEGACY: 20 YEARS

Canada's #1 South Asian music festival.

MASSIVE REACH

60K+

ATTENDEES

100K+

DROP INS

45M+

IMPRESSIONS

DESiFEST

CONTACT US?

WE'RE READY TO DESIGN A PARTNERSHIP THAT DELIVERS MEASURABLE RESULTS, UNFORGETTABLE BRAND MOMENTS, AND LASTING CULTURAL IMPACT.

WHETHER YOU WANT NATIONAL EXPOSURE, DEEP COMMUNITY ENGAGEMENT, OR A PREMIUM ACTIVATION, DESIFEST IS YOUR PLATFORM.

SPONSORSHIP DEADLINE: APRIL 15.2026

EARLY COMMITMENT BONUS: FEBRUARY 15.2026 TO SECURE
CATEGORY EXCLUSIVITY AND PRIORITY PLACEMENT.

CONTACT:

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DESiFEST