

# 2024 VENUE PACKAGE





# TABLE OF CONTENTS

About Yonge-Dundas Square	<u>3</u>
Location	<u>5</u>
Venue Features	<u>6</u>
Events and Public Art	<u>7</u>
Event Services	<u>8</u>
Branding Opportunities	<u>9</u>
How to Apply	<u>10</u>
Contact	<u>11</u>

# ABOUT YONGE-DUNDAS SQUARE

**A unique hub in downtown Toronto that's a versatile public space capable of hosting a variety of events and activities** including: community celebrations, theatrical events, concerts, receptions, and product and services promotions.

This exciting and lively public space, in the heart of the downtown core, is one of the busiest intersections in Canada with **up to 150,000 pedestrians passing by daily.**

This popular tourist spot draws in local residents and visitors from near and far with its various cultural and commercial events. The unique food vendors, live music, dancing fountains, and great allure of the downtown core attracts a crowd that highlights the diversity and community in Toronto.



# SANKOFA SQUARE

On December 14, 2023, the City of Toronto announced that **Toronto City Council adopted a motion to change the name of Yonge-Dundas Square to Sankofa Square.**

The Yonge-Dundas Square Board of Management and staff are mapping out next steps and timing related to the renaming.

The Square will continue to operate under the name of Yonge-Dundas Square until change over details and a date are confirmed.

**We are excited about the future of the Square and look forward to sharing more news soon!**

To stay informed of what's next for the Square, please [subscribe to our newsletter](#).



# LOCATION BENEFITS

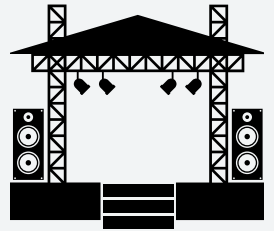
Yonge-Dundas Square is a prime event location in downtown Toronto with more than **110,000 residents** and **500,000 workers** within a 10-minute walk of the Square, **plus 50 million visitors each year**.

Events hosted at the Square **gain exposure to a diverse audience** from nearby attractions and institutions, including the Eaton Centre, Little Canada, Ed Mirvish Theatre, Massey Hall, Toronto Metropolitan University, Cineplex Yonge-Dundas, and the onsite City Sightseeing Tours bus stop.

Visitors and event attendees have the added **convenience and accessibility** with the Dundas TTC subway station onsite, nearby streetcar and bus stops, and underground parking and washroom facilities located just below the Square.



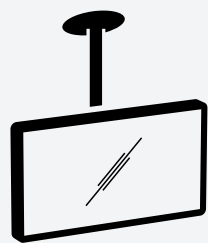
# VENUE FEATURES



## CONCERT STAGE

A 36 by 39-foot permanent, covered main stage with concert sound and lighting systems with a catwalk extension is available on request.

**Available from May to September**



## DIGITAL SIGNAGE

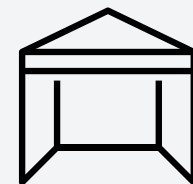
Two 8' by 12' vertical and three 20' by 10' horizontal screens are strategically placed throughout the Square. They serve to enhance visibility and promote your event.



## GREEN ROOM + PRIVATE WASHROOM

Accessible via P1 Parking Level with a unique code per event.

Includes a mini fridge, microwave, and kettle.



## ON-SITE EVENT EQUIPMENT

Barricades, 10 x 10 tents, tent weights, tables, chairs, and cable mats. YDS also provides all vendors with electrical connections and weather-grade electrical cord

## PUBLIC AMENITIES



**Free Wi-Fi**



**Accessible  
Public Washrooms**



**Water Fountains**



**Shaded Sitting Areas**

# EVENTS



## COMMERCIAL ACTIVATIONS

Large-scale events, concerts, giveaways, experiential marketing, sampling, and more



## COMMUNITY AND CULTURAL EVENTS

Concerts and performances, sporting events, charity fundraisers, cultural celebrations, food festivals, city-wide festivals, and more



## PUBLIC ART INSTALLATIONS

Yonge-Dundas Square is proud to feature local artists who contribute to and enhance the cultural vitality and diversity of our city

# EVENT SERVICES

## EVENT COORDINATORS

At Yonge-Dundas Square, a dedicated coordinator will oversee each event. They will provide recommendations, manage operations during the event, including load-in and load-out, and handle on-site suppliers to ensure success.

## EVENT SECURITY GUARDS

In addition to our 24/7 security guards, extra event security guards will be assigned to each event to fit your event's needs and enhance the safety of staff and attendees. Smart Serve guards are available for events with a beer garden.

## OPERATIONS TEAM

The YDS Operations team oversees site maintenance and YDS equipment set up to assist in a smooth set-up and tear-down. The operations team also oversees garbage maintenance during the event to ensure a clean experience for event attendees.

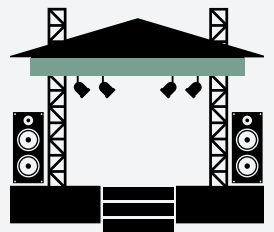
## AV PRODUCTION TEAM

Any event that requires an audio-visual component, including amplified music, will be connected to our AV supplier early in the planning process to coordinate all AV needs. On-site, an AV crew lead will be assigned to each event to ensure the show runs smoothly.

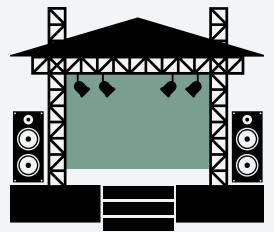


# BRANDING OPPORTUNITIES

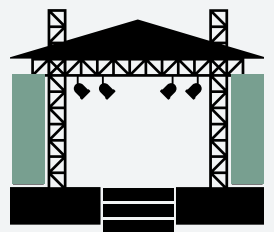
There are many opportunities to promote your brand during an event or activation. The following areas have been used as promotional backdrops on the Square:



**STAGE BANNER**



**STAGE BACKDROP**



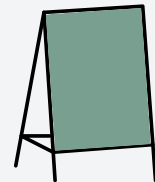
**SPEAKER SCRIM**



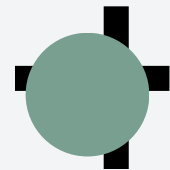
**BARRICADE SCRIM**



**COLUMN WRAP**



**A-FRAME SIGN**



**VINYL STICKERS**



# HOW TO APPLY



## REVIEW GUIDELINES & POLICIES

Review our [YDS Client Handbook](#), [Guidelines](#), [Drone Policy](#), [City Bylaws](#) and [Noise Bylaw](#).



## APPLY ONLINE

Fill out the [online application form](#) with details of your event and organization.

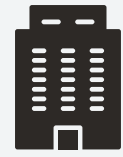


## MEET WITH A YDS REPRESENTATIVE

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



# CONTACT US



2 Carlton St., Suite 1707  
Toronto, ON, Canada



[info@ydsquare.ca](mailto:info@ydsquare.ca)



416-979-9960



[ydsquare.ca](http://ydsquare.ca)

We'd love to explore how you can  
be a part of our upcoming events  
Season!

