



Sponsorship Coordinator

for the Toronto Garlic Festival

Response Deadline: February 21, 2025 at 5:00pm

Pay Rate: Commission-based role, offering competitive rates tied to sponsorship revenue generated

Term: March to October

Overview

The Toronto Garlic Festival and Dupont By the Castle BIA seek a dynamic and creative Sponsorship Coordinator to secure new sponsors and partners for the Toronto Garlic Festival, this year scheduled for Sunday, September 28, 2025. This is a commission-based role, designed to generously reward successful sponsorship acquisition and incentivize creativity and results. This position offers the opportunity to be part of a unique and growing event that blends culinary innovation, agriculture, cultural heritage, and entertainment, with a compensation structure based entirely on commissions for sponsorships secured.

The ideal candidate will have connections in relevant industries, a talent for storytelling, and the ability to build meaningful partnerships that align with the missions of Toronto Garlic Festival and Dupont By the Castle. We are looking for someone who can pick up the phone, spark interest, and deliver compelling pitches to potential sponsors.

Responsibilities

- Identify and research potential sponsors and partners across industries such as food and beverage, agriculture, health and wellness, arts and culture, and community organizations.
- Build on our existing network of sponsors and sponsor contact information
- Develop tailored sponsorship packages that showcase the unique value of partnering with Toronto Garlic Festival and Dupont By the Castle BIA, emphasizing its appeal to audiences interested in local food, sustainable agriculture, cultural diversity, and creative experiences.
- Highlight festival assets such as the garlic breath contest, family-friendly programming, live music performances, and Toronto Garlic Week.

- Initiate and manage outreach to prospective sponsors, leveraging your industry contacts to build new relationships and secure financial and in-kind support.
- Collaborate with the TGF team to align sponsorship opportunities with festival goals and ensure seamless sponsor integration into programming.
- Provide regular written updates on sponsorship activities, including progress toward goals and feedback from potential sponsors. Use of a CRM tool is required.
- You'll work remotely on your own schedule. You'll set up a schedule with goals, and will report to Festival Director once a week, with additional remote meetings as required

Experience

- Proven experience in sponsorship sales, fundraising, or business development, ideally within the food, agriculture, cultural, and event industries.
- Has network of contacts in relevant industries and the ability to forge new relationships.
- Exceptional communication and presentation skills, with a talent for crafting engaging narratives that resonate with sponsors.
- Creativity and enthusiasm for the festival's mission, with an ability to translate its unique appeal into compelling sponsorship opportunities.
- Self-motivated, goal-oriented, and able to work independently to achieve measurable results.

Compensation

This position is commission-based, offering competitive rates tied to sponsorship revenue generated. The more successful you are in securing sponsorships, the greater your earning potential. This structure provides significant opportunity for financial reward while allowing for flexibility and autonomy.

Application Details

To apply, please send your resume and a brief cover letter outlining your experience and vision for potential sponsorship opportunities to Peterm@torontogarlicfestival.ca.

Compensation details, including the commission structure, will be discussed during the application process. For the right candidate we are happy to negotiate a generous commission. **Application deadline is 5:00pm on Friday, February 21, 2025 or until a suitable candidate is confirmed.**

Why Join Us?

The Toronto Garlic Festival is not just an event — it's a movement celebrating the intersection of agriculture, food, culture, and community. As the Sponsorship Coordinator, you'll play a vital role in shaping the future of the festival, helping to sustain and grow its impact while collaborating with a passionate team dedicated to innovation and excellence.

This contract position offers flexibility, creative freedom, and the chance to be part of an inspiring project with the potential for significant professional and personal rewards.

About the Toronto Garlic Festival

The not-for-profit [Toronto Garlic Festival](#) is a celebrated annual event that brings together the best of Ontario agriculture, local food, and cultural diversity. Since its inception in 2011, the festival has grown into a vibrant showcase of garlic's culinary and cultural significance, attracting thousands of visitors who come to explore its unique programming. From garlic-infused gourmet dishes to educational workshops and lively entertainment, the festival is an imaginative and inspiring platform that connects communities, promotes local farmers, and celebrates creativity.

In 2024, Toronto Garlic Festival partnered with the Dupont By the Castle BIA to host its largest festival yet, closing Spadina Road, attracting 10,000 visitors. Highlights included the popular garlic breath contest, live music performances, interactive cultural talks, and a marketplace featuring Ontario garlic farmers and local chefs. The festival also introduced Toronto Garlic Week, a citywide initiative partnering with Toronto Public Library and botanical gardens to host garlic themed talks.

Additional year-round programming is being planned, which we will share with candidates who've been invited to an interview.