

Starfest™ 2026 Sponsorship and Vendor Program

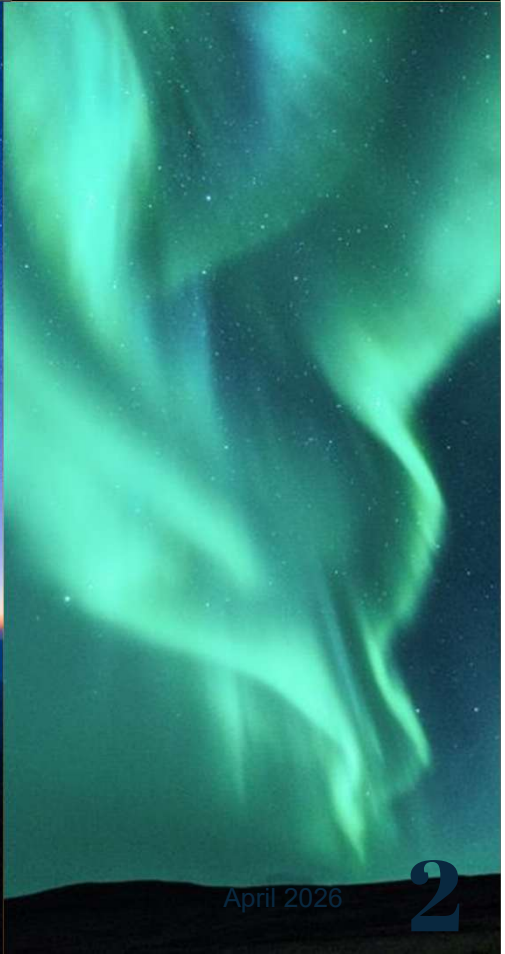


Information Package

April 2026

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Why Sponsor?

- Meet your customers and potential future customers ... over 600 attendees in each of past three years*
- Starfest is a one-day drive for 20 million people and is actively promoted on social media (Facebook, Instagram, Bluesky, NYAA Starfest website)
- Your marketing material can be included in registration kits and featured as a link on the Starfest website
- Keynote and Imaging Contest sponsors have a chance to present to the main tent audience
- Astronomy is our passion and your business – let's grow it!

* We are now capacity limited at River Place Campground ... a good problem to have!

Sponsorship Categories

- Registration Kit Advertiser
- Door Prize Contributor
- Commercial Vendor/Exhibitor
- Featured Manufacturer **FILLED**
- Keynote Speaker Sponsor **FILLED**
- Starfest Astrophotography Imaging Contest Sponsor **FILLED**

Important Changes This Year

- A new, online registration application will be used for all attendees
 - Replaces the previous vendor PDF form and manual processing
 - Collects contact info, sponsorship level, door prizes, dates, and camping / trailer site requests
 - Supports online payment by credit card to complete registration
 - Allows registrations for door prize donation and/or registration kit inserts even if not attending
 - Handles trailer site requests subject to back-office confirmation
 - If site available, an updated confirmation with assigned trailer site number will be sent
 - A user guide for the new registration app is available
 - Our Vendor Team will co-ordinate directly with registered vendors regarding onsite logistics and door prize delivery
- Per Canada Revenue rules, HST will now be applied to all Starfest fees, merchandise sales, and River Place fees.
 - Base vendor registration and insert kit fees are unchanged year over year
 - HST number will be presented on confirmation emails for your reference

Sponsorship Benefit Comparison

Benefit	Registration	Door Prize	Commercial	Keynote	Imaging
	Kit Advertiser	Contributor	Vendor	Sponsor	Contest Sponsor
Up to 3 advertising inserts included in attendee registration kits	•		•	•	•
Publicity at door prize awards on Saturday evening		•	•	•	•
Logo link to your website posted on Starfest website		•	•	•	•
Your name included in printed program		•			
Your name included in printed and online speaker program			•	•	•
Up to four people from your company can attend Starfest under the single exhibitor registration fee.			•	•	•
Vendor booth with 8 ft tables (3 max.) and electrical power in a designated vendor area			•	•	•
11" x 17" Starfest poster for your retail location			•	•	•
Vendor registration fee waived				•	•
Opportunity to present a 2-minute slide show or video "infomercial" about your company and its products in the main tent prior to keynote speaker introduction				•	•
30 minute presentation opportunity in the main tent during which you can give a presentation about your company, its products, and facilitate a Q&A session					•
Opportunity to publicize your company and present your prizes in person to winners during the Imaging Contest Awards ceremony					•

Sponsorship Costs

Registration Kit Advertiser	\$65
Door Prize Contributor	Donated Prizes \geq \$100
Commercial Vendor	Vendor Registration Fee \$75
	Donated Prizes \geq \$400
Featured Manufacturer	Vendor Registration Fee Waived
	Donated Prizes \geq \$400
Keynote Sponsor (2 available)	Vendor Registration Fee Waived
	Donated Prizes \geq \$1,000

- All \$ CAD, not including HST which is added during registration payment step
- Prizes may be donated in product or cash equivalent
- Donated prizes valued at estimated retail price (MSRP)
- Accommodation (River Place or external) fees are additional cost

Important Dates

21 April	<ul style="list-style-type: none">• Online registration opens https://nyaastarfest.ca/vendor
31 May	<ul style="list-style-type: none">• Commercial Vendor registration and payment needed for company name inclusion in Starfest advertising and publicity
19 July	<ul style="list-style-type: none">• Imaging contest prizes received
19 July	<ul style="list-style-type: none">• Door prizes received (strongly recommended)• Registration kit inserts received
13, 14 August	<ul style="list-style-type: none">• Days 1 and 2 of vendor exhibits
15 August	<ul style="list-style-type: none">• Day 3 of vendor exhibits• Evening program with Imaging Contest and Door Prize awards

Contacts

Vendor Coordinator

George Hart

Email: vendorcontact@nyaa.ca

Phone: 416-890-4398

Assistant Vendor Coordinator

Robert Lennox

Email: rlennox@outlook.com

Phone: 416-433-3671

Imaging Contest Director

Dave Dev

Email: salon@nyaa.ca

Phone: 416-835-2697

Fine Print: Registration Kit Inserts

- Maximum of 3 insert pages per sponsor
- Advertising inserts for the registration kits must be provided by the sponsor – NYAA does not print inserts
- 500 copies of each insert should be mailed to:
NYAA Starfest
c/o George Hart
34 Marsh St.
Richmond Hill, ON L4C 7P1
- Deadline for receipt of inserts is **19 July**
- Inserts will not be accepted at the registration desk

Fine Print: Vendor Logos and Web Links

Imaging Contest Sponsor and Keynote Speaker Sponsors:

- Please send a graphic file (png) for your logo or graphic image to vendorcontact@nyaa.ca. The image should have minimum dimensions of 1,200 x 150 pixels (minimum area size 180,000 pixels²). The image will be posted on the Vendor/Sponsor page of the Starfest website and hyperlinked to your website. Please provide your URL for the hyperlinked website.
- In return for posting your image, we will provide you with a Starfest Sponsor banner ad that we ask to be posted on your website. Please provide the specifications for a banner ad on your site to vendorcontact@nyaa.ca.

Door Prize Contributors and Commercial Vendor/Exhibitors:

- Please send a graphic file (preferably png) of your company's logo to vendorcontact@nyaa.ca. This will be posted on the Vendor/Sponsor page of the Starfest website and hyperlinked to your website. The ad should have minimum dimensions of 800 x 100 pixels (minimum image area size is 80,000 pixels²). Please provide your URL for the hyperlinked website.

Fine Print: Door Prizes

- The Door Prize draw is held in the main tent Saturday night as the final program event.
- We request no “field” prizes be given out by vendors; all prizes should be awarded at the prize draw.
- Winners must be present and claim their door prize when their name is drawn, otherwise another name is drawn until the prize is given away.
- Paid attendees are automatically entered in the draw as follows: 1 ticket per individual adult or youth registration and 2 tickets per family registration.
- Your company logo and prize image is shown on the projection screen during the draw, and a verbal description of the prize will be announced as the draw is made.

Fine Print: Door Prizes (cont'd)

- Door prizes should be shipped to:
NYAA Starfest
c/o George Hart
34 Marsh St.
Richmond Hill, ON L4C 7P1
- If you prefer to deliver your door prize to us at Starfest, no problem, but:
 - Email prize details to vendorcontact@nyaa.ca by **19 July** for inclusion in the Door Prize presentation
 - Door prizes must be in our possession by Friday to finalize draw details
- Starfest is not responsible for delivery of prizes to winners after Starfest
- **International vendors:** please arrange delivery via your Canadian dealer(s) or customs broker as NYAA does not have brokerage nor can we cover taxes or duties. Electronic gift cards or software licences may be an effective option in some cases.

Fine Print: Commercial Vendors

- Only Registered Vendors are permitted to show or sell product at Starfest
- Vendor booth hours:
 - Thu, Fri 09h00 – 18h00
 - Sat 09h00 – 17h00
 - Thu, Fri, Sat after 22h00 for demos at discretion of vendor
- Booths must only be set up in the designated vendor area west of the Main Tent on a first come, first served basis
 - WARNING! Do not setup or drive over the center of the vendor area as it covers a septic tank and could collapse
 - Bring shelters in the event of inclement weather
 - Electrical power is available but bring your own extension cords.
 - 3 eight-foot tables available per booth
- Vendors are fully responsible for the security of their property; Starfest, the NYAA, and River Place Campground assume no liability for loss or damage