



HESPELER VILLAGE
BUSINESS IMPROVEMENT AREA



#WalkQueen
SPONSORSHIP
PROGRAM
2026

WWW.HESPELERVILLAGEBIA.CA

PHOTO BY ROBIN STEED PHOTOGRAPHY

What is #WalkQueen

the highlights

FRIDAYS @ 5PM - SUNDAYS @ 7PM

JUNE 5TH - AUGUST 30TH

QUEEN ST. E BETWEEN TANNERY ST E & GUELPH AVE

CLOSED TO VEHICULAR TRAFFIC

◆◆◆ OPEN FOR SUMMER FUN! ◆◆◆



#walkqueen is a summer celebration of Hespeler's unique and intimate Village district. For a period of 13 weekends, Hespeler Village is closing a small section of Queen Street to vehicular traffic, creating a new public space that invites residents, neighbours and tourists to experience life in Hespeler Village in a new way.

the full scoop

Local businesses, community groups and volunteers collaborate to host festivals, events, performances and activities that are open, inclusive and **free for everyone**.

#walkqueen is an expression of the community's character. It is a celebration of urban outdoor life. It is an opportunity to form meaningful connections with neighbours and the ever-growing neighbourhood.

see more

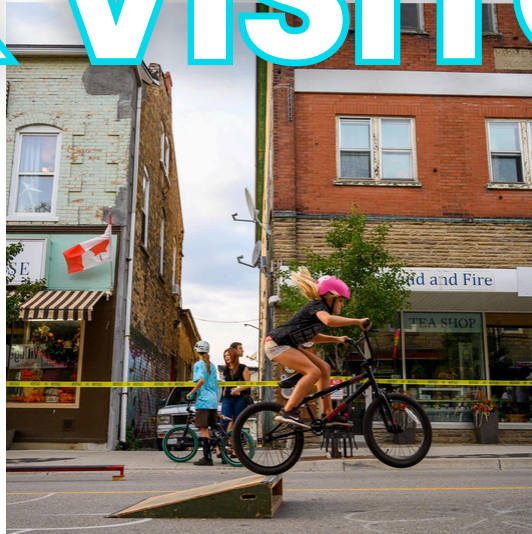
For a schedule of programming visit:
www.hespelervillagebia.ca/walkqueen

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#WalkQueen 2025 by the numbers

oh yeah

20K VISITORS



*oooh
aaaah*

1.4K/WK

ON AVERAGE

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#WalkQueen

Corporate Sponsor Packages

Programming street festivals with quality entertainment and activities is a huge endeavor. It takes countless volunteer hours and it takes money. We invite local businesses that share our values and believe in our objectives to contribute financially through our corporate sponsorship program.

	\$500 SILVER	\$1,000 GOLD	\$2,000 PLATINUM
Logo on website			
Thank you social post	<i>one-time</i>	<i>monthly</i>	<i>weekly</i>
Sponsors Reel			
On-site branding			
Tickets (4) to year-end event			

Please note: Sponsorship packages are not designed to maximize Return on Investment. They are simply a way for your business to demonstrate an expression of support and passion for your community and the good people who live here.

The Hespeler BIA are open to creative and innovative funding options as alternatives to the above, for your business to participate in this worthwhile community event. So, if you have any ideas please contact us at info@hespelervillagebia.ca.

#WalkQueen 2026



From the Hespeler Village BIA
& the entire community...

Thank you!

Become a 2026 #walkqueen
sponsor today!

Cory de Villiers

Chair Person

Hespeler Village BIA

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