



Noisemaker Presents  
200 Caroline St N  
Hamilton, ON, L8R 0A6

To Whom It May Concern:

On behalf of Noisemaker Presents and Niagara-on-the-Lake Drinks Fest, I would like to request a letter from The Town of Niagara-on-the-Lake to designate our event as municipally significant in order to apply for and obtain a Special Occasion Permit from the AGCO.

My company, Noisemaker Presents, is planning the first annual Niagara-on-the-Lake Drinks Fest as a food, music, and drinks festival with a focus on promoting local vendors and a lineup of great music. We have submitted a Special Event Application to the Town of Niagara-on-the-Lake which is currently in review.

Niagara-on-the-Lake Drinks Fest intends to bring a total of 4,000 attendees to Veterans Memorial Park in downtown Niagara-on-the-Lake over two days on September 19 and 20, 2025.

Noisemaker intends to model this event on its flagship Paris Drinks Fest event which just celebrated its fifth year in Paris, Ontario. Our target market is made up of adults aged 35 years and older with a focus on culinary tourism.

Niagara-on-the-Lake Drinks Fest will offer a unique opportunity to sample craft beers, local wines, spirits, and food from over 30 vendors, interact with regional and craft makers, listen to dynamic guest speakers, enjoy great music on stage, participate in VIP tastings and events, and sample delicious fare served up by some of the best regional food vendors. Niagara-on-the-Lake Drinks Fest encourages exploration of the finest beers, wines, and spirits from the region and endorses small samples from a wide range of product all while enjoying a relaxed and enjoyable atmosphere that promotes responsible consumption. Attendees of Niagara-on-the-Lake Drinks Fest will leave with a better appreciation and understanding of the diversity and flavors available from Ontario's finest craft beer, wine, and spirits.

Based on our preliminary numbers, approximately 70% of our attendees will be tourists from outside the Niagara region. As one of the few annual events focused on food, drink and music in the area, this event will draw a unique audience to Niagara-on-the-Lake outside of the busy summer season and continue to promote Niagara-on-the-Lake and the Niagara Region as a year-round tourist destination.

Niagara-on-the-Lake Drinks Fest will establish itself as one of Ontario's finest craft drink, food, and music events and become an annual destination for both tourists and residents.

Thank you for your time and for considering Niagara-on-the-Lake Drinks Fest as a municipally significant event. Please feel free to contact me with any other questions.

Best,

A handwritten signature in black ink, appearing to read "Tim Des Islets".

Tim Des Islets  
President  
Noisemaker Presents Inc.