Aug 20 2024

For consideration by the Members of Council,

Hamilton-based record label, festival managers and venue coordinators Sonic Unyon are excited to be planning a bespoke concert series in beautiful Old Pelham Town Hall. Bringing a variety of entertainment starting with Juno & Polaris Prize-nominated artist Terra Lightfoot, we intend to highlight the historical and architectural significance of the Town Hall.
Part of our programming, in line with our other events and venues is to offer local wines, beers, spirits and non-alcohol for sale.
Our intent is to procure an alcohol sales SOP from the AGCO with your support via letter of Municipal Significance.
We have a consistent track record of responsible service, facilitating SmartServe conscious activations across Hamilton, Hagersville and Toronto with festivals such as Supercrawl, Because Beer, Junofest and our local venues Mills Hardware and Bridgeworks.

Pelham has proven itself to be a cultural destination hosting major festivals and live music outdoor events. As seasons shift to colder months, Sonic Unyon wishes to keep up this momentum, bringing local audiences a monthly singer/songwriter series while shining a spotlight on this historical building. The capacity of these seated, theatre style shows will be around 150 guests,
Our event series is to be called **Pelham Concert Series at Old Pelham Town Hall Presented by Sonic Unyon Records and Jill Primeau Productions** and are slated for Sunday September 29 with subsequent monthly performances by other Canadian artists October 26, November 16, and December 14 2024.
We are very much hoping you are on board with our vision for the Pelham Concert Series and look forward to cultivating an ongoing partnership with your beautiful community.

If you have any questions or require further information before making your decision, please do not hesitate to reach out to myself, or the team here at the office.

Excited to continue the conversation

Licensed Operations Manager
Sonic Unyon Records

Max Goodis (she/her)