

August 12, 2025

The Future of Canada's Largest Free Outdoor Music Festival Is at Risk

BURLINGTON, ON –

As a follow up to our press release dated August 8, 2025, the Board of Directors (BOD) would like to issue some updates and clarification for all interested parties of Burlington's Sound of Music Festival Inc. (SOM)

Wow, Burlington – you are showing up and sharing the incredible amount of love and appreciation for the SOM. This is a community event, put on by local volunteers, for our friends and neighbours, and visitors from other cities.

Our phones and computers are lighting up, and social media comments are a plenty. We can feel and see the love from our community. We know it's hard to talk about this beloved community event struggling for the last few years due to funding challenges. We are thrilled that so many have reached out to help us get back on track with a sustainable funding plan. We will update soon on how to donate as an individual to the cause.

Government Funding Clarification:

All levels of government grants are key to our success. We need them as partners in our community. We are grateful for the Federal Heritage Fund grants over the past years, as well as the Provincial Experience Ontario Fund. Without them, we would not have been able to deliver this beloved local festival in previous years. We still continue to see investment by the Federal Government and the Provincial Government in the Art and Culture scene.

While we may not receive the maximum application amount due to a competitive grants process, in no way is the festival directing blame at our government partners for the critical funding situation the festival is in. We continue to welcome these investments as they reflect a commitment to delivering an incredible weekend of free music in our Burlington community.

We also recognize that the City of Burlington remains a committed supporter and lifeline to the SOM through the repayable cashflow based loan and annual grant. The City is also one of our largest costs, as municipal policy requires increasing fees for park and festival permits, safety and security.

It is clear the reliance on government grants cannot keep the festival afloat, we are volunteer festival organizers that must change our funding structure to survive. We have cut costs, streamlined operations, reduced staff, created buying partnerships, and negotiated better pricing. And still, we are at a crossroads. Its time for change, and the time is now. We cannot wait any longer. We are at the breaking point.

The Ask:

What does change look like? The festival needs to increase corporate and private sponsorships. We need to rally community support that builds on the energy of everyone who shows up year after year. We are looking at any and all ideas. We are actively working closely with our government partners across every opportunity. We welcome every like, share and comment that is steadfast in keeping Canada's largest free music festival. We need to ensure our Sound of Music festival lives on, right here in our great city of Burlington.

For more information or to schedule a conversation about sponsorship opportunities, please contact:

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