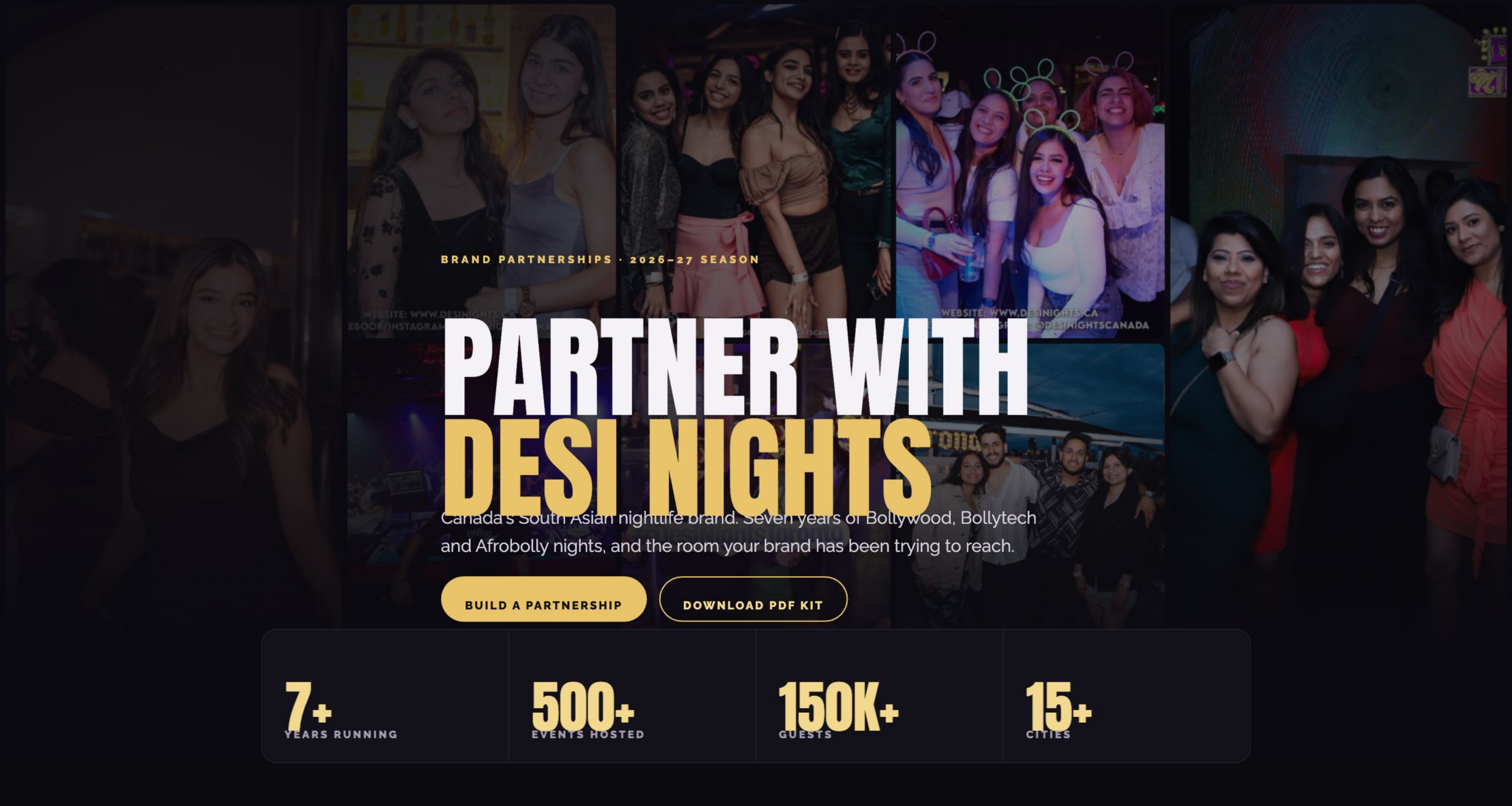


BRAND PARTNERSHIPS · 2026–27 SEASON

# PARTNER WITH DESI NIGHTS

Canada's South Asian nightlife brand. Seven years of Bollywood, Bollytech and Afrobolly nights, and the room your brand has been trying to reach.

BUILD A PARTNERSHIP

DOWNLOAD PDF KIT

| 7+ | 500+ | 150K+ | 15+ |
|---|---|---|---|
| YEARS RUNNING | EVENTS HOSTED | GUESTS | CITIES |

WHO'S IN THE ROOM

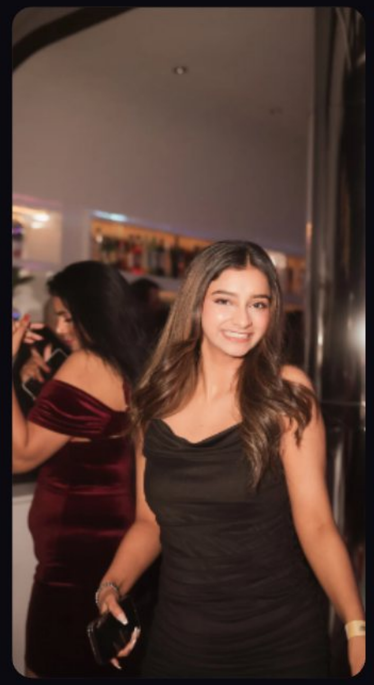
# A CROWD THAT COMES OUT TO CELEBRATE

Every Desi Nights party is a 19+ night out built around Bollywood, Bollytech and Afrobolly, and the city's South Asian community and their friends show up for it, dressed up, in groups and ready to dance.

1. **The big nights belong to us**
   Valentine's, New Year's Eve, Holi, Diwali and Halloween are on our calendar every year, in venues like The Rec Room, The Drake and Delta Hotels by Marriott.

2. **Coast to coast**
   15+ cities including Toronto, Mississauga, Vaughan, Ottawa, Montréal and Calgary.

3. **Content that keeps working**
   Our flagship nights produce hundreds of event photos each, plus an official aftermovie and social posts that live long after the night.








ON THE CALENDAR

# THE 2026-27 SEASON

The three biggest going-out nights of the year, back to back. Partner on one, or own the whole run.

## DEC 5
### RAAT BAAKI

Underground at The Drake, 1150 Queen St W, Toronto

ON SALE NOW

## DEC
### CHRISTMAS PARTY

Holiday edition: dates and venues announced soon

PARTNER SLOTS OPEN

## DEC 31
### NEW YEAR'S EVE

Our biggest night of the year, after three straight years at Delta Hotels by Marriott

PARTNER SLOTS OPEN

## FEB '27
### VALENTINE'S

Our signature Valentine's night, back for 2027

PRESENTING PARTNER AVAILABLE

PROOF, NOT PROMISES

# NIGHTS WE'VE ALREADY DELIVERED

A few flagship nights from our gallery, with real dates, venues and photo counts.



VALENTINE'S · FEB 29, 2020

### LOVE AAJ KAL

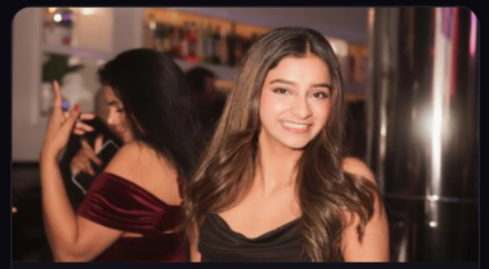
The Rec Room, Square One · 512 event photos



VALENTINE'S · FEB 10, 2024

### ISHQ JAISA KUCH

The Rec Room, Downtown Toronto · 341 event photos



VALENTINE'S · FEB 13, 2026

### BADTAMEEZ DIL

Acqua Supper Club, Toronto · 275 event photos




NEW YEAR'S EVE

### BOLLYWOOD NYE

Delta Hotels by Marriott Toronto Airport · three years running



HOLI · MAR 23, 2024

### HOLI AFTER DARK YYC

The Rec Room Deerfoot City, Calgary · 475 event photos



DIWALI · NOV 9, 2024

### DIWALI IN TORONTO

The Drake Hotel, Toronto · 286 event photos

The Rec Room · The Drake Hotel · Delta Hotels by Marriott · Acqua Supper Club · Nomad Toronto · River Gambler boat cruise

PARTNER OPTIONS

# BUILD YOUR PARTNERSHIP

Tap what you're interested in and choose your nights. We'll come back with a tailored proposal.

### PRESENTING PARTNER

"Desi Nights Valentine's presented by [your brand]" on the flyers, ticket pages, website and every social post.

### BIG-SCREEN BRANDING

Your logo and visuals on the venue's LED screens all night, plus DJ shout-outs at peak moments.

### PRODUCT SAMPLING

Samples handed out at entry, coat check and VIP tables, in co-branded kits made for the night.

### BRANDED PHOTO MOMENT

A photo wall or booth for couples and friends, ready-made content that guests share for you.

### CONTENT & SOCIAL

Your brand in the official aftermovie, event photos and posts on our channels.

### PRE-EVENT CAMPAIGN

Ticket-page placement, plus social and email announcements in the weeks before the night.

NIGHTS

Christmas | New Year's Eve | Valentine's 2027 | Full season

**Valentine's 2027**

Pick the options above to build your package

REQUEST PROPOSAL



HEADLINER

# DJ ALFAA

Toronto-based international DJ and producer, and the resident headliner of Desi Nights. He rebuilds Bollywood for the club with Bollytech, Afrobolly and afro house edits, and brings 90K+ fans worldwide with him.

DJALFAA.COM

@DJALFAA

THE ENERGY

# SEE THE ROOM














FULL GALLERY

AFTERMOVIES

LET'S BUILD SOMETHING

# YOUR BRAND.
# OUR CROWD.

Tell us about your brand and goals, and we'll come back with a proposal for one night or the full season.

CONTACT@DESINIGHTS.CA

DOWNLOAD PDF KIT

desinights.ca Upcoming events Past events Gallery Aftermovies @desinightscanada