

The Calgary Folk Music Festival

Prince's Island Park July 21-24, 2011



SPONSORSHIP
GUIDE 2011



"If you can't find at least one life-changing or life affirming moment of music during the weekend of the folk music festival you're either sitting at home, alone, or institutionalized and hooked up to a machine."
—Mike Bell, Calgary Herald

We'll save you a patch of grass

Unconventional Festival experiences reflect the collaborative, community-based ethos that have guided us for the past three decades.

Step onto Calgary's Prince's Island July 21-24, 2011. You will be captivated by the sights and sounds of the Calgary Folk Music Festival. For one magical long weekend every summer, this bucolic island nestled between the Bow River and the downtown core becomes the epicenter of great vibes, fabulous people, tasty food and most importantly: inspiring music hailing from around the corner and the globe. It is a genre-bending affair that cleverly brings in roots, world and indie icons and upstarts. Ever-evolving programming brings on-the-fly collaborations where musical arranged marriages spark one-time works of art. Artists trade songs and back each other up, creating magic for both them and the audience.

MAKING THE SCENE

51,000 cultural adventurers revel in music over the weekend, over 17% of whom are tourists. Audience members are affluent, socially aware and engaged in the community. The evening main stage accommodates 12-13,000 people; six intimate daytime stages seat 2-3000 people and twilight stages operate Friday and Saturday evenings. Audiences take in 100+ concert & collaborative performances by over 68 performers from over 16 countries.

Independent artists sell original crafts, clothing & jewelry. There is outstanding food from over 15 local vendors at affordable prices and a lively, family friendly beer garden, which seats 1500. The family area boasts interactive activities and entertainment.



"It was amazing that an event of such size could also be thoughtful, considerate and welcoming. What a magical event!"
—Chris Gheran, artist



"With more than \$1.3 million of spending generated onsite, \$3 million generated off-site and another \$800,000 in tourist dollars flowing into the rest of Alberta result of the fabulous four-day event we call folk fest, the words 'positive economic impact' seem appropriate".
 —Kelly Doody, Calgary Herald

THE ARTISTS

Over the Festival's 32-year history, we've programmed over 1600 acts, including legends and luminaries **David Byrne, Blue Rodeo, Emmylou Harris, Elvis Costello, Steve Earle, Alison Krauss, Feist, Kris Kristofferson, Ani DiFranco, Iron & Wine, Neko Case, Avett Brothers, Michael Franti & Spearhead, Arrested Development, Jeff Tweedy, Billy Bragg, Lucinda Williams, Calexico, Rufus Wainwright, Decemberists, kd lang, Great Big Sea, Taj Mahal, Stompin' Tom Connors, Koko Taylor, Youssou N'Dour, Hawksley Workman, Sarah Harmer** and **Andrew Bird**.

THE FOLKS OF THE FESTIVAL

1600 volunteers contribute over 37,000 hours to put on the festival. 3500 meals per day are served to keep them fueled.

SMELLS LIKE GREEN SPIRIT

The site is fully wind powered and the Festival offsets all artists' CO2 emissions by planting tree saplings. The dinnerware is reusable and the cups are compostable. The use of bottled water is reduced, by having free water refill stations onsite. Free valet bike lock service encourages patrons to leave their cars at home.

THE FOLK FEST VIBE YEAR ROUND

The Songwriter's Contest awards local artists over \$20,000 in prizes. 20+ concerts and educational workshops keep the music live year round. CFMF podcasts stream individual artists, themes and featured genres and interviews and give listeners the inside scoop. In 2012, Festival Hall will provide a permanent home for the Festival offices and year round activities and programming.

BOOTCAMP

Festival-goers get a unique chance to learn from their favourite guitar heroes and song craftspeople as part of master classes. Festival artists teach the willing for three days, at the Cantos Foundation.

SPREADING THE WORD

More than 48,000 print materials are distributed. Leading up to the Festival the website gets over 10,000 hits per day and is accessed by people in over 960 international cities. Over 230 ads go up on Calgary Transit buses and C-trains. Print and online advertising and write-ups are found in local, national and international newspapers and magazines. Advertising, contesting and features are covered by local, provincial and national radio stations. The Festival is reviewed and promoted by over 30 international media outlets.



"It was a wonderful and meaningful experience. As always, I believe the students taught me far more than I was able to impart to them. You are all doing a wonderful job — for the students and the instructors. Everyone is made to feel that they are part of the creative process of the camp."

—David Essig, artist & Bootcamp instructor





HOW YOU FIT IN

The 32nd edition of the Calgary Folk Music Festival is one not to be missed. Beyond creating an amazing synergy of music and good vibes, the Festival provides an unmatched opportunity for forward-thinking businesses to present themselves to a diverse, loyal and constantly growing audience. Place your company at centre stage and enjoy the benefits of being an integral part of the Calgary Folk Music Festival.

As a sponsor of the Calgary Folk Music Festival there are many ways in which your company will benefit from your involvement. Sponsorship levels begin at \$5000 and go to \$100,000 and beyond. Cash and service/supply partnerships are equally important to the festival.

Some of the advantages that your sponsor agreement may include:

- Festival tickets
- Program book recognition
- Brochure recognition
- Poster recognition
- Prince's Island onsite recognition
- Website presence, logo & hotlink
- Tickets to other special events
- And more...

Don't forget about these perks...

- Association with a premiere music festival, dubbed by the *Globe & Mail* as, "One of the seven musical wonders of the world".
- The opportunity to engage with over 51,000 festival goers
- Fostering the reputation of your organization as a caring corporate citizen.
- Improving the quality of life for Calgarians

Over the years the Calgary Folk Music Festival has fostered strong and loyal relationships with our supporters. This is done by designing each partnership and the associated benefits to best meet the needs of our supporters, ensuring a positive return on investment.

To discuss all the ways in which you can become a part of the Calgary Folk Music Festival family, please contact:

Sara Leishman, Manager of Sponsorship, Fundraising & Development at **403.233.0904** or **sara@calgaryfolkfest.com**

AUDIENCE PROFILE

Statistics

Female..... 55%
 Male..... 45%
 Under 35..... 52%
 35-44..... 16%
 45 & older... 30%

Marital Status

Single, no children..... 43%
 Single, with children..... 8%
 Married, cohabitating, no children..... 22%
 Married, cohabitating, with children... 27%

Attendance

One day..... 34% • Two days..... 13%
 Three days.... 8% • All four days.. 44%

2010 Festival Sponsors

VIRTUOSO (\$50K+)

Big Rock Brewery
 ENMAX
 Mix 97.7
 The Westin Hotel
 Tim Hortons

MAESTRO (\$25K+)

ConocoPhillips Canada
 Galaxie
 Statoil Hydro
 TD Canada Trust

TROUBADOUR (\$10K+)

Alberta Porta-Podi
 ATCO Structures
 Campers Village
 Crescent Point Energy
 DIRT Environmental Solutions
 Field Law LLP
 First Calgary Financial
 Fraserway RV
 Hertz Equipment Rentals
 Highland Moving
 Karo
 KLM Stage & Musician Services Ltd.
 Meyers Norris Penny
 Ship and Anchor
 SSI Solutions
 Structured Abstraction
 Sunterra
 True Media
 Unlimited Video Staging Inc.
 Zinc Research

BUSKER (\$5K+)

Christie Lites
 Ferocious Grape
 Fiasco Gelato
 Good Time Party Rental
 Larabar
 Local 510Public Tavern & Kitchen
 Maranda Reprographics
 Megatunes
 Rigstar/Fat Banana
 Slow Food Calgary
 SOCAN Foundation
 Spolumbos

FAN (\$2500+)

Arusha
 Broken City
 Burnswest Corporation
 Clickspace
 Culligan Water
 Eau Claire Market
 Edmonton Folk Music Festival
 EMMEDIA
 Future Tech
 KPMG
 Lifesport
 Peaseblossoms
 Pizza 73
 R-Cat
 Second To None Meats
 Simple Simon Pies
 SkyFire Energy
 SOCAN Foundation
 SSI Solutions
 Sunnyside Market
 Swizzlesticks Salon and Spa
 The Calgary Folk Club
 The Camera Store
 Vereburn Medical Supplies
 Windsor Plywood

MEDIA

Avenue Magazine
 Calgary Herald
 CBC
 CJSW Radio 90.9 FM
 CKUA Radio Network
 FFW: Fast Forward Weekly
 Pattison Outdoor Advertising
 Shaw TV
 Swerve

FUNDERS/GOVERNMENT

Alberta Foundation for the Arts
 Calgary Arts Development (CADA)
 The City of Calgary
 Heritage Canada
 Marquee Tourism Events Program