

SPONSORSHIP GUIDE 2010



Clockwise from top: Arrested Development, Arts Market, Sponsor's banner, Main field



July 22 – 25, 2010 • PRINCE'S ISLAND PARK
CALGARY • ALBERTA • CANADA



“We had an amazing time!!!! It was hands down one of the most inspiring festivals we’ve been a part of. Kudos to the volunteers for getting us here there and everywhere and for being so friendly. I can’t imagine the time and energy it must take to put together a festival of that magnitude...WOW! On behalf of the Arrested Development crew - we thank you very much and look forward to future events.”

-Arrested Development, artists

WE’LL SAVE YOU A PATCH OF GRASS



Clockwise from top left: Friday Nooner, Bellowhead, Gomez, Tim Horton’s, Larabar

“Sunday workshops--the pairing of seemingly disparate or easily connected acts and artists under one theme--provided yet another diabolical exercise in time management, as there was so much wonderful music taking place spread out over six stages any attempt to pause and appreciate meant losing out on something just as good or possibly better.”

-Mike Bell, Calgary Herald

The Calgary Folk Music Festival is unbelievably fun and cool. It is about good music and good spirits – from Alberta and around the world – sharing a long summer weekend in the park. Kids get in free. There is learning and shopping. And shade. Bonhomie. Cold drinks, killer food. You get to sit on the grass. Afterwards lovely people from every walk of life always say, “That was the best time.”

It begs the questions – was your company there? From July 22 – 25, 2010 at Prince’s Island Park, Calgary Folk Music Festival will stage it’s 31st edition. It will be a festival to remember and one you cannot miss. Action Plan: Find out all the ways your company can benefit by placing itself at centre stage. Turn to the back page.

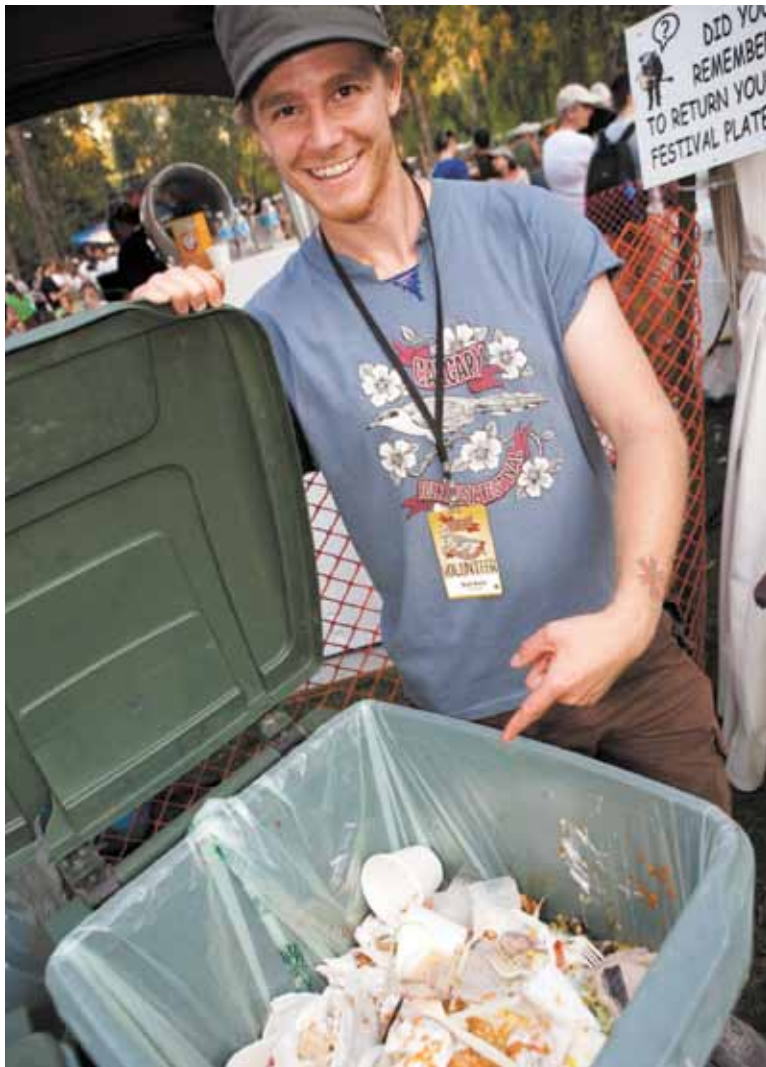
What a difference 30 years makes. If you’d attended the Calgary Folk Music Festival when it first rolled out its tarp back in 1980, you and a few hundred audience members would have grooved to folk classicists like Stringband, Sylvia Tyson, Stan Rogers and Valdy.

Well, 30 editions later, the Calgary Folk Music Festival has indeed come a long way. You might say that it is all grown up, having steadily evolved into an immense and well-recognized source of civic pride. Last year some 50,000 cultural adventurers attended, from every age and background imaginable – much like the globe-spanning musical variety displayed by a roster of over 65 performers.

But beyond that, the Festival has also turned into an unmatched opportunity for forward-thinking corporations to present themselves amid a public outpouring of such beauty and substance. Let this brochure show you how easy and affordable that can be.

Part of what has made the Festival so great is the relentless growth of what constitutes lively folk music, plus the explosion of musical styles among Canadian artists. Suddenly for every Joan Baez there was a kd lang; for every Joan Armatrading, a Jann Arden. Steve Earle, James Keelaghan. Los Lobos, Neville Brothers. With each subsequent edition the musical palette was further enriched: Elvis Costello, Blue Rodeo, David Byrne. Rickie Lee Jones, Chantal Kreviazuk, Emmylou Harris. And groups representing every continent – Petrona Martinez, Rokia Traoré, Taraf de Haïdouks, Shooglenifty.

The result is an audience that is large, diverse, loyal and constantly growing. Affluent, socially aware, engaged in their community, they are, in many ways, leaders in the Calgary of today and the future. For them these four days in July represent a rare privilege, a grand pleasure that rewards on many levels. To be here, lounging on the grass on beautiful Prince’s Island pondering life, meeting new cultures, eating good food with good friends--well, it reminds you why you love this town.



Clockwise from left: CFMF volunteer with compost bin, StatoilHydro stage, ENMAX Bike Centre

MAKING THE SCENE

“Oblivious to audience numbers and broken records, Calgarians of all ages kicked off their summer sandals Sunday and folked out. They danced like no one was watching, ate like they weren’t on a diet and shopped like they didn’t have a mortgage.”

-Alexandra Burroughs, Calgary Herald

Prince’s Island Park is undoubtedly one of the most beautiful downtown greenspaces in the entire country. A riverside oasis at any time of the year, during the Calgary Folk Music Festival it comes into its own as a multi-faceted village of entertainment and relaxation.

The focal point is the mainstage, which accommodates around 12,000 spectators. Scattered around the island are six other stages, smaller and more intimate, where daily sessions bring together musicians in unpredictable but invariably magical collaborations. Festival-goers mingle between stages – this one a Cape Breton kitchen party, that one a Southern Baptist tent revival, over there a Senegalese dance club – without knowing exactly what they’re going to get, because neither do the musicians.

Elsewhere amid the leafy colonnades there are independent vendors selling original crafts,

clothing and jewelry. A family area features constant entertainment and activities, and there are a variety of kiosks by community organizations spreading their message. The food is outstanding, available at affordable prices from a host of international concessionaires. And the beer garden, seating 1500, commands a central view of what’s going on around the park.

Thanks to years of evolution and refinement, and a highly committed volunteer staff, site managers have thought of everything relative to the comfort of patrons. For example, reusable dinnerware cuts down drastically on waste, and standards for recycling are high. Crowding is never a problem, not even at the public restrooms. From the secured bicycle parking to covered viewing areas for the disabled, everything has been done to assure a pleasant, relaxing environment for all.



HOW YOU FIT IN

Here's one way you can tell that this is no ordinary festival: there's a waiting list to become one of the 1,500 volunteers, many of whom actually take vacation days so as to earn a little more island time.

The good news for you is that, as a sponsor, you can leap to the head of the queue. We're looking for partners who recognize that, once Stampede is over, the Calgary Folk Music Festival is the feel-good event of the summer.

Without necessarily rocking, it rocks. There are plenty of ways to display your corporate message,

and lots of opportunities for banners and signage. Two large-screen videos provide close-up views of the performers, and can convey other messages.

Advertisements in the events program draw a lot of eyes; what with all of the action going on at the side stages, the book is never far from hand. We can also accommodate on-site promotions or other corporate outreach activities.

Bottom line: One would be hard-pressed to find any annual event that holds such a reservoir of good will. Here's a golden opportunity for your company to stand squarely behind it.

2009 FESTIVAL PARTNERS

VIRTUOSO:
 Maranda Reprographics
 Big Rock
 Megatunes
 ENMAX
 Rigstar
 Mix 97.7
 Sparks Associates Inc.
 Tim Hortons
 Spolumbos
 The Westin
 TELUS World of Science

MAESTRO:
 ConocoPhillips Canada
 Statoil

FAN:
 Arusha Centre
 Burnswest Corporation
 Canada Disc and Tape
 Calgary Folk Club
 Calgary Public Library
 Clickspace
 Eau Claire
 Future Tech
 Gibson Energy
 Lifesport
 Pizza 73
 R-Cat Oilfield Corp
 Second to None Meats
 Simple Simon Pies
 SOCAN Foundation
 Sunnyside Natural Market
 Rozsa Foundation

TROUBADOUR:
 ATCO Structures
 Alberta Porta-Podi
 Campers Village
 Crescent Point Energy
 DIRTT
 Field Law
 First Calgary Savings
 Fraserway RV
 Hertz Equipment Rentals
 Highland Moving
 Karo
 KLM Stage & Musician
 Services Ltd
 Meyers Norris Penny
 The Ship and Anchor
 SSI Solutions
 Sunterra
 Unlimited Video
 Staging Inc.
 Zinc Research

BUSKER:
 The Broken City
 Cardel Homes
 Christie Lites
 The Ferocious Grape
 Fiasco Gelato
 Fuel 90.3
 Good Time Catering
 Good Time Party Rentals
 Larabar
 Local 510 Public Tavern &
 Kitchen

MEDIA:
 Avenue Magazine
 Calgary Herald
 CBC
 CJSW Radio 90.9 FM
 CKUA Radio Network
 FFWD: Fast Forward Weekly
 Pattison
 See Magazine
 Shaw
 Swerve

FUNDING AGENCIES
 Alberta Foundation for the
 Arts
 Calgary Arts Development
 The City of Calgary
 Heritage Canada
 Marquee Tourism Events
 Program

2010 SPONSORSHIP RECOGNITION

BENEFIT ▼	CASH SPONSORSHIP LEVEL ▶	VIRTUOSO \$50K+	MAESTRO \$25K+	TROUBADOUR \$10K+	BUSKER \$5K+	FAN \$2500+
Festival Tickets UP TO		80	50	30	20	10
Program Book Recognition UP TO		1/2 page	1/4 page	1/4 page	logo	logo
Recognition on Folk Festival Web-site		✓	✓	✓	✓	✓
Brochure Recognition		logo	logo	logo		
Poster Recognition		logo	logo	logo		
Festival Opening Reception & Special Events		✓	✓	✓	✓	✓
Friday Nooner Tickets UP TO		10	8	6	4	2
Prince's Island On-Site Signage		✓	✓	✓		
Mainstage Emcee Recognition		✓	✓	✓		
Festival Guest Badges UP TO		6	4	2		
On-Site Promotions		✓	✓			
Prominent Mainstage Banner and JumboScreen Message		✓				

*Multi-year sponsorships receive special recognition

AUDIENCE PROFILE

STATISTICS	%
Female	59%
Male	41%
Under 35	42%
35 - 44	18%
45 and older	37%

MARITAL STATUS	%
Single, no children	37%
Single, with Children	7%
Married, cohabitating, no children	22%
Married, cohabitating, with children	33%

HOUSEHOLD INCOME	%
\$20,000 - \$35,000	20%
\$35,000 - \$50,000	10%
\$50,000 - \$80,000	22%
\$80,000 - \$100,000	14%
\$100,000 +	34%
Average Income	\$87,000



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