



BEAR CREEK FOLK MUSIC FESTIVAL

SPONSORSHIP OPPORTUNITIES

The fifth annual Bear Creek Folk Festival will take place Aug. 14-16, 2020. Our homegrown event is well on its way to becoming a legacy event for the Grande Prairie area, the largest annual tourist draw for the region, and an integral part of the area's rich cultural landscape.

A festival that prides itself on being extremely family friendly, the Bear Creek Folk Fest places the utmost importance on being an accessible, friendly, and welcoming event with a focus on community building and supporting our great region.

It speaks volumes to how much Grande Prairie loves this event that even in a bad weather year, people braved the elements to turn up by the thousands to enjoy a weekend of music.

The music at folk fests is often a surprise to first-timers. Our festival covers a variety of genres, including: country, blues, rock, gospel, bluegrass, world music, contemporary and traditional folk, and many things in between. We have music for everyone!

The Bear Creek Folk Fest has shown itself to be a world-class festival, drawing thousands of visitors into the Grande Prairie region, and featuring notable headliners including Blue Rodeo, case/lang/veirs (Neko case, kd lang, and Laura Veirs), Feist, City and Colour, Colin James, Michael Franti, Corb Lund, Bruce Cockburn, Ricky Skaggs and Kentucky Thunder, Rodney Crowell, and many more.

This year will feature another fantastic lineup! (To be released in the spring) More than 30 artists perform over the 3 day event on multiple, concurrently running stages. The strength of the lineup continues to garner far-reaching attention and we are recognized as Alberta's new national-level folk fest. We host thousands of attendees each day, many hailing from across the province, throughout Canada, the States, Europe, Australia, and Asia - most of whom make the fest the primary reason for their trip. Our fans have fallen in love with the magic and quality of the event. Thousands more listen over the weekend as CKUA Radio broadcasts live from the festival each year.

You can become part of this fantastic, national-level event through one of our various sponsorship opportunities. If you are interested in being part of this great story, or have any questions, please contact the festival's, Sarah Card at **780-380-9807**, or **scard@bearcreekfolkfest.org**

Thank you for your support!



SPONSORSHIP OPPORTUNITIES

\$25,000.00 - \$35,000.00 RANGE DEPENDING ON STAGE

Stage Sponsor - 3 available (1 sold) Available only to cash sponsors

- Your company will be recognized as the official sponsor for one of our daytime stages, and will receive exclusive signage on that stage throughout the festival weekend, as well as recognition as stage sponsor on all of our platforms and in the festival program.
- Nightly verbal recognition built into emcee script
- Prime placement on a full page colour ad in the festival program
- Logo placement on the festival poster and other related promotional materials
- 10 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 4'X8' banner placed near the main festival gate
- Recognition on the festival website
- First right of refusal on prime ad space for five years
- Logo placement on our sponsor board



SPONSORSHIP OPPORTUNITIES



\$25,000.00 AND UP (3 AVAILABLE - ONE FOR EACH NIGHT OF THE FESTIVAL) **Headliner Sponsor - Available only to cash sponsors**

- Your company will be recognized as the headliner sponsor for one of the nights of the festival. Signage displayed on our main stage on your sponsored night, as well as recognition both on the schedule page in the program and multiple times verbally from main stage on your sponsored night.
- Nightly verbal recognition built into emcee script
- Prime placement on a full page colour ad in the festival program
- Logo placement on the festival poster and other related promotional materials
- 10 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 4'X8' banner placed near the main festival gate
- Recognition on the festival website
- First right of refusal on prime ad space for five years
- Logo placement on our sponsor board

\$15,000.00

Platinum Sponsor

- Nightly verbal recognition built into emcee script
- Full page colour ad in the festival program
- Logo placement on the festival poster and other related promotional materials
- 8 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 4X8' banner placed near the main festival gate
- Recognition on the festival website
- First right of refusal on prime ad space for five years
- Logo placement on our sponsor board



\$10,000

Gold Sponsor

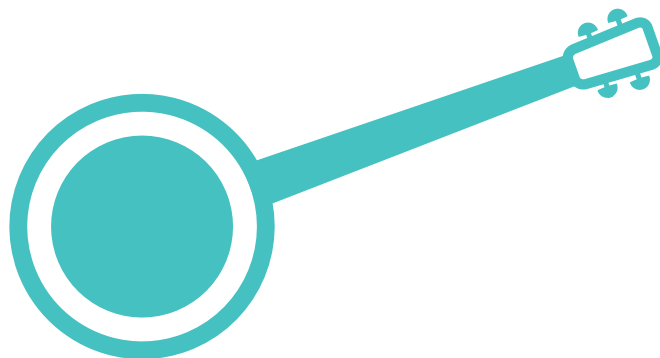
- Nightly verbal recognition built into emcee script
- Full page colour ad in the festival program
- Logo placement on the festival poster and other related promotional materials
- 6 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 3'X6' banner placed near the main festival gate
- Recognition on the festival website
- First right of refusal on prime ad space for five years
- Logo placement on our sponsor board



\$7,500 AND UP

Silver Sponsor

- Verbal recognition built into emcee script (at least twice over the weekend)
- Half page colour ad in the festival program
- 4 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 2'X4' banner placed near the main festival gate
- Recognition on the festival website
- First right of refusal on prime ad space for five years
- Logo placement on our sponsor board



\$5,000

Bronze Sponsor

- Verbal recognition built into emcee script (at least once over the weekend)
- 1/4 page colour ad in the festival program
- 4 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 1'X3' banner placed near the main festival gate
- Recognition on the festival website
- First right of refusal on prime ad space for five years
- Logo placement on our sponsor board



\$2,500 AND UP

Contributing Sponsor

- Verbal recognition built into emcee script (at least once over the weekend)
- 1/8 page colour ad in the festival program
- 2 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 1'X2' banner placed near the main festival gate
- Recognition on the festival website
- First right of refusal on prime ad space for five years
- Logo placement on our sponsor board



\$1,500

Supporting Sponsor

- Logo placement in the festival program
- 2 VIP festival passes, which include meal hospitality, access to the backstage performers' green room area/bar, invitation to the exclusive festival after party (featuring live performances by festival performers)
Option to exchange VIP passes for larger number of regular fest tickets
- 1'X2' banner placed near the main festival gate
- Recognition on the festival website
- Logo placement on our sponsor board

UNDER \$1,500

Friend of the Festival

- Recognition on the "Thank You" page in the festival program
- Recognition on the festival website
- Logo placement on our sponsor board

GIFT-IN-KIND

- GIK level and benefits to be determined per sponsorship

