



BEAR CREEK FOLK MUSIC FESTIVAL

SPONSORSHIP OPPORTUNITIES

The fifth annual Bear Creek Folk Festival will take place Aug. 12-14, 2022. This year will feature another fantastic lineup, including artists STEVE EARLE AND THE DUKES, SERENA RYDER, CORB LUND, THE TREWS (ACOUSTIC), and BLACKIE & THE RODEO KINGS! 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.

The Bear Creek Folk Fest places the utmost importance on being **family-friendly, welcoming, and accessible**, with a focus on community building and supporting our great region. And it speaks volumes to how much attendees loved this event that, even in a bad weather year, thousands braved the elements to enjoy a weekend of music and community.

If you've never been, the music at our folk fest 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!

We are a world-class festival, and have featured 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.**

In all, we will have over 30 artists performing over 3 days on multiple, concurrently running stages. The strength of the lineup continues to garner far-reaching attention and we are recognized as one of Canada's newest and exciting international folk fests. 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.

Our upcoming 2022 festival is poised to be our most impactful event yet. After the many challenges of the past year and a half, the togetherness created by the festival is needed more than ever, and there is great excitement around the annual festival's return.

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



\$15,000 AND UP Platinum Sponsor

- Twice Nightly verbal Recognition built into emcee script
- Dedicated personalized social media post (across all BCFF social media platforms) before the festival highlighting info you would like to share about your company
- Dedicated personalized social media post (across all BCFF social media platforms) during the festival highlighting your sponsorship in action
- Prime placement on full page color ad in the festival program
- 12 adult weekend passes for the festival OR 12 single day passes for each day of the festival
- 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 additional regular adult weekend passes
- 4'X8' banner placed with prime placement near the main festival gate
- Recognition on the festival website
- Logo placement on our sponsor board



\$10,000 AND UP Gold Sponsor

- Nightly verbal Recognition built into emcee script
- Dedicated personalized social media post (across all BCFF social media platforms) before the festival highlighting info you would like to share about your company
- Dedicated personalized social media post (across all BCFF social media platforms) during the festival highlighting your sponsorship in action
- Full page color ad in the festival program
- 8 adult weekend passes for the festival
- 5 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 additional regular adult weekend passes

- 3'X6' banner placed near the main festival gate
- Recognition on the festival website
- Logo placement on our sponsor board



\$7,500 AND UP

Silver Sponsor

- Nightly verbal Recognition built into emcee script
- Dedicated personalized social media post (across all BCFF social media platforms) before or during the festival highlighting info you would like to share about your company
- 1/2 page color ad in the festival program
- 4 adult weekend passes for the festival
- 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 additional regular adult weekend passes
- 2'X4' banner placed near the main festival gate
- Recognition on the festival website
- Logo placement on our sponsor board



\$5,000 AND UP

Bronze Sponsor

- Verbal Recognition built into emcee script (at least twice over the weekend)
- Dedicated personalized social media post before the festival highlighting info you would like to share about your company
- 1/4 page color ad in the festival program
- 4 adult weekend passes for the festival
- 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 additional regular adult weekend passes
- 1'X3' banner placed near the main festival gate
- Recognition on the festival website
- 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 color ad in the festival program
- 2 adult weekend passes for the festival
- 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 additional regular adult weekend passes
- 1'X2' banner placed near the main festival gate
- Recognition on the festival website
- Logo placement on our sponsor board



\$1,500

Supporting Sponsor

- Logo placement in the festival program
- 4 adult weekend passes to the festival
- 1'X2' banner placed near the main festival gate (cost of printing banner must be provided)
- 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

