



BEAR CREEK FOLK MUSIC FESTIVAL

SPONSORSHIP OPPORTUNITIES

The sixth annual Bear Creek Folk Festival will take place Aug. 18-20, 2023. We have just announced the festival's biggest lineup yet- including the likes of **SARAH MCLACHLAN, BLUE RODEO, and THE STRUMBELLAS!** Coming off the heels of a fantastic event this past summer, which saw attendance in excess of 6000 people per day, we are experiencing another record-breaking year in 2023. Our homegrown fest 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 our track record of attracting thousands of people each day speaks volumes to how much attendees love this event.

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 Steve Earle and the Dukes, Serena Ryder, Blue Rodeo, case/lang/veirs (Neko case, kd lang, and Laura Veirs), Feist, City and Colour, Colin James, Michael Franti, Corb Lund, Bruce Cockburn, Emerson Drive, Ricky Skaggs and Kentucky Thunder, Rodney Crowell, and many more. This year, we are thrilled to be closing our Saturday night with Canadian icon, Sarah McLachlan.

In all, we will have over 30 artists performing across 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. Our attendees hail 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.

Our 2022 festival was a breakthrough year, and we are on an upward trajectory towards making 2023 our most impactful festival yet. After the many challenges throughout the pandemic, the togetherness created by the festival is needed more than ever. This was never more clear than through the tangible excitement felt this last summer with the return of our event.

You can become part of this fantastic, national-level event through one of our various sponsorship opportunities. So much more than just an exchange of cash contribution for signage recognition, we love working with our sponsors to make their experience interactive, mutually beneficial and special.

If you are interested in being part of this great story, or have any questions, please contact the festival's producer Sarah Card at **780-380-9807**, or **scard@bearcreekfolkfest.org**

Thank you for your support!



SPONSORSHIP OPPORTUNITIES

Unique major Sponsorship Packages with highly visible onsite recognition are available in the \$20,000-\$40,000 range. These include our **Kids Zone sponsorship**, **our Support Local Program**, **our Volunteer Program**, and **others**. If you are interested in learning more about these opportunities, please let us know and we would be happy to tailor one to your company.



\$30,000 (AVAILABLE TO CASH SPONSORS ONLY)

Headliner Sponsor (1 of 3 available)

- 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 our schedule page in the program and multiple times verbally from the main stage on your sponsored night.
- Twice nightly verbal recognition built into emcee script on other festival nights
- Social media tags on your sponsored night when our media team features photos of main stage artists (across all BCFF social media platforms)
- Dedicated personalized social media post (across all BCFF social media platforms) before the festival highlighting info you would like to share about your company
- 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
- First right of refusal on stage sponsorship for five years
- Logo placement on our sponsor board

TENT PURCHASE PROGRAMS

Want to have a profound impact on the long term financial and logistic security of the festival?

BCFF is purchasing our own tents! By supporting our tent program, a portion of our sponsor dollars will go towards the full cost of purchasing one of the tents that we use every year at our festival. All tent sponsors will receive a 1'X2' acknowledgement banner in their purchased tent at our 2023 festival, as well as acknowledgement on our "Legacy Sponsor" Board in perpetuity.

\$23,000 (CASH SPONSORSHIP ONLY)

Diamond Tent Sponsor (3 available)

- Recognition for purchasing one of the fest's 30'x30' shade tents located near the liquor service area
- A 1'x2' sign located in the tent at our 2023 festival, as well as permanent recognition as a Diamond Level Tent Sponsor on our Legacy Sponsor Board
- Additionally, you will receive all perks and recognition listed at the Platinum Sponsor level on the following page.

\$17,000 (CASH SPONSORSHIP ONLY)

Platinum Tent Sponsor (7 available)

Choice of specific tent sponsorships is on a first come first serve basis

- Recognition for purchasing one of the fest's 20'x20' tents. These include our Main Gate, Volunteer Services, Snack Shack, First Aid, Media Tent, and one of two tents for our Merch Area.
- Additionally, you will receive all perks and recognition listed at the Platinum Sponsor level on the following page

\$13,000 (CASH SPONSORSHIP ONLY)

Gold Tent Sponsor (5 available)

Choice of specific tent sponsorships is on a first come first serve basis

- Recognition for purchasing one of the fest's 10'x10' tents. These include Gate 2 (1 of 2 available), Liquor Service Ticket Sales, Liquor Service Tent, Face Painting, 50/50, Backstage Gate, Volunteer Gate.
- Additionally, you will receive all perks and recognition listed at the Gold Sponsor level on the following page





\$16,000 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
- 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 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



\$12,000 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
- 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

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



\$8,000 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
- 6 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



\$5,500 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



\$3,000 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



\$1,700 AND UP

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 \$1,700

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

