



BEAR CREEK FOLK MUSIC FESTIVAL

SPONSORSHIP OPPORTUNITIES

The seventh annual Bear Creek Folk Festival will take place Aug. 16-18, 2024.

Coming off the heels of an incredible SOLD OUT festival, the momentum is palpable and our homegrown fest is well on its way to becoming a legacy event for the Grande Prairie area. We are 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, inclusive, and accessible**. We focus on community building and supporting our great region, and our track record of attracting thousands of people to our hill each day speaks volumes to how much people love this event.

If you've never been, the music at our folk fest often surprises first-timers. We showcase 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!

Our world-class artists have included headliners such as Sarah McLaughlan, 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, The Strumbellas, and many more. In all, over 30 artists perform across 3 days on multiple, concurrently running stages. Year after year, the strength of our 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; and we consistently see a strong showing from residents within the Grande Prairie area. Our fans near and far have fallen in love with the magic on the hill and are blown away by the quality of our event.

You can become part of this fantastic, national-level event through one of our various sponsorship opportunities. We love working with our sponsors to make the experience interactive and much more than a simple exchange of cash contributions for signage recognition. We want our relationships to be 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 to \$40,000 and up range**. These include our **Kids Zone sponsorship, our Support Local 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.



\$25,000 *(Available to cash sponsors only)*

Headliner Sponsor (2 of 3 available)

- Your company will be recognized as the headliner sponsor for one of the nights of the festival. Signage displayed on or directly beside 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 the emcee's script on other festival nights
- Social media tags on your sponsored night when our media team features photos of main stage artists
- Dedicated personalized social media post before the festival highlighting info you would like to share about your company
- Prime placement on full page color ad in the festival program
- 10 Weekend Tickets for the festival OR 10 Single Day tickets for each day of the festival
- 8 Special Guest Badges, which include scrumptious complimentary meals in our festival kitchen; backstage access, including the artist bar; and invitation to the exclusive festival after-party.
(Note: These badges are non-transferable and not auctionable)
- 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



\$16,000 AND UP

Platinum Sponsor

- Twice nightly verbal recognition built into the emcee's script
- Dedicated personalized social media post before the festival highlighting info you would like to share about your company
- Dedicated personalized social media post during the festival highlighting your sponsorship in action
- Prime placement on full page color ad in the festival program
- 8 Weekend Tickets for the festival OR 8 Single Day tickets for each day of the festival
- 6 Special guest badges, which include scrumptious complimentary meals in our festival kitchen; backstage access, including the artist bar; and invitation to the exclusive festival after-party
- 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 the emcee's script
- Dedicated personalized social media post before the festival highlighting info you would like to share about your company
- Dedicated personalized social media post during the festival highlighting your sponsorship in action
- Full page color ad in the festival program
- 6 Weekend Tickets for the festival
- 4 Special Guest badges, which include scrumptious complimentary meals in our festival kitchen; backstage access, including the artist bar; and invitation to the exclusive festival after-party
- 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 the emcee's script
- Dedicated personalized social media post 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 Weekend Tickets for the festival
- 4 Special Guest Badges, which include scrumptious complimentary meals in our festival kitchen; backstage access, including the artist bar; and invitation to the exclusive festival after-party
- 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 the emcee's 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
- 2 Weekend Tickets for the festival
- 2 Special Guest badges, which include scrumptious complimentary meals in our festival kitchen; backstage access, including the artist bar; and invitation to the exclusive festival after-party
- 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 the emcee's script (at least once over the weekend)
- 1/8 page color ad in the festival program
- 2 Special Guest badges, which include scrumptious complimentary meals in our festival kitchen; backstage access, including the artist bar; and invitation to the exclusive festival after-party
- 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
- 2 Weekend Tickets 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

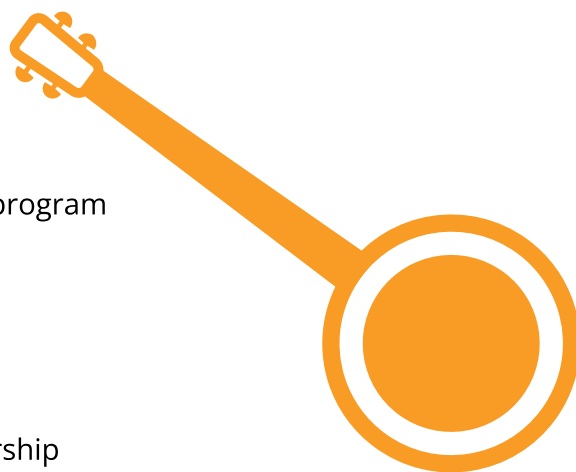
UNDER \$1,700

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



Note: Special Guest Badges are not for resale or auction and can not be transferred outside of the sponsoring company without the permission of the Bear Creek Folk Festival. Weekend and Single Day Tickets are allowed to be transferred or auctioned.