



# Vancouver Folk Music Festival

## Festival Partnership Guidelines

### INTRODUCING THE FESTIVAL

The Vancouver Folk Music Festival is a unique community-based celebration of the finest in contemporary and traditional folk and roots music from around the world and across the street. Our own roots in the Vancouver are deep and nourishing, and are sustaining us in numerous ways as we approach our thirtieth anniversary year in 2007.

### PARTNERSHIP LEVELS SUMMARY

A partnership with the Vancouver Folk Music Festival is a partnership with our 1,200 volunteers, our year-round staff, the hundreds of musicians, songwriters and dancers who join us in the Park each summer and the wonderful individuals represented by the 30,000 admissions through our gates during the three evenings and two full days of our Festival.

The Vancouver Folk Music Festival offers partnership opportunities of every imaginable size, shape and price. There is sure to be something within reach of your own budget that will help you achieve your own community-building goals. Our partnership guidelines are currently in development, and some have not been finalized. The following however will give you an idea of some of the partnership opportunities currently available.

Our partnership opportunities include:

Presenting Partner	\$ 50,000	One opportunity
Day Stage Partner	\$ 35,000	Four opportunities
Little Folks Stage Partner	\$ 20,000	One opportunity
Specialty Stage Partner	\$15,000	Two opportunities
Community Ticket Partner	\$ 10,000	One opportunity
Festival Ticket Partner	\$ 5,000	One opportunity
Special Event Partners	\$5,000 & \$10,000	Two opportunities
T-Shirt Partners	\$300 to \$2,700	Forty opportunities
Cash & In-Kind Supporters	\$100 to \$4,999	Unlimited opportunities

For further details on each of these partnership levels, please read on.

To discuss partnership opportunities with the Vancouver Folk Music Festival, contact:

Kevin Dale McKeown  
Marketing & Partnerships Manager  
Vancouver Folk Music Festival

604.688.2478  
marketing@thefestival.bc.ca

## Presenting Partner

**\$ 50,000**

**One opportunity**

Partnering to present the Vancouver Folk Music Festival is a unique opportunity to identify with Vancouver's most beloved annual outdoor event. The Festival was named "Best Festival" by readers of the Vancouver Courier two years running, and has unmatched recognition value and a community reputation for pioneering in sustainability and social responsibility. The Festival is an acknowledged leader in community-building among our diverse ethnic and cultural sectors.

### **Partnership Benefits**

- Evening concert stage signage
- Day Stage Signage (all seven stages)
- Logo on Festival website homepage
- Logo on Festival brochure cover
- Logo in all newspaper ads
- Logo on transit shelter posters
- Logo on Festival Program cover
- Logo on all posters
- Live MC thanks from evening concert stage
- Eight (8) Festival Guest Badges (weekend admission plus performer area access)
- Full page ad in Festival Program
- Banner ad on Festival website
- Logo on all Festival tickets (25,000 units)
- Fifty (50) Festival Weekend passes
- Logo on website sponsors page
- Logo on Site thank-you boards (one each at East and West gates)

## Day Stage Partner

**\$ 35,000**

**Four opportunities**

The Festival operates seven outdoor stages from 10 am to 6 pm on the Saturday and Sunday of the Festival Weekend. We have identified the four largest stages (Stages 2, 3, 4 & 6) as being of special interest to Day Stage Partners.

### **Partnership Benefits**

- Day stage signage on the stage of your choice
- Logo on website home page
- Button ad on website home page
- Logo on brochure sponsor bar
- Logo in newspaper ads over 25 square inches
- Logo on transit shelter posters
- Logo on program cover
- MC thanks form Day stage
- Acknowledgement on Festival Program partnership page
- ½ page ad in the Festival Program
- Six (6) Festival Guest Badges (weekend admission plus performer area access)

## Little Folks Stage Partner

**\$ 20,000**

**One opportunity**

The Little Folks Stage is the centrepiece of a special performance and activity area dedicated to Little Folks and their families. The nature of this area makes it extremely special to all of us and a partner for this stage will understand the need to keep this area free of overt commercialization.

### **Partnership Benefits**

TBD

## Acoustic & New Artists Stage Partners

**\$ 15,000**

**Two opportunities**

The Acoustic Stage features un-amplified music and song and our spoken word performances. The New Artists Stage is where audiences discover exciting new talent in an intimate setting.

### **Partnership Benefits**

TBD

## Community Ticket Partnership

**\$10,000**

**One opportunity**

The Vancouver Folk Music Festival makes 2,000 tickets available to groups and organizations that enable the disadvantaged to enjoy an event they might otherwise not be able to afford. Our Community Ticket Partner helps us make this opportunity possible.

### **Partnership Benefits**

- Logo on the reverse of 2,000 Community Tickets
- Logo acknowledgement in the Festival brochure (20,000 units)
- Logo acknowledgement in the Festival Program (15,000 copies)
- Hotlink logo acknowledgement on Festival website
- A 1/3 page ad in the Festival Program
- Ten adult weekend passes for corporate use
- Two invitations to the Partners' appreciation breakfast on July 15
- Two Festival Guest Badges (admission plus performer & volunteer hospitality area access)
- Ten adult weekend admissions

## Festival Ticket Partnership

**\$ 5,000**

**One opportunity**

The Festival prints 25,000 individual tickets for the three evenings and two full days of the Festival Weekend. When Festival patrons present their ticket at the site we remove the perforated stub and give them a wristband, along with the main portion of their ticket. These tickets are often used as bookmarks in the Festival Program and kept as souvenirs. Our Ticket Partners help us cover the hard costs of printing our tickets and running our box office.

### **Partnership Benefits**

- Your logo on the reverse of the Festival ticket (excepting Community Tickets / see above)
- A 1/4 page ad in the Festival program
- Logo recognition on the Thank-You boards at the Festival gates

## Special Event Partnerships

The Vancouver Folk Music Festival has a number of special event partnership opportunities. These events are designed to take elements of the Festival out into the community in the days and weeks leading up to the Festival Weekend and are an opportunity for partners to join us in our programming and marketing initiatives. Some of these special events include:

### Live On The Drive

**\$10,000**

**One partnership available**

Live On The Drive is a number of events on and about Commercial Drive during the week before the Festival Weekend, anchored by a live community concert in Britannia Park, and including a series of intimate performances at a Commercial Drive restaurant.

#### **Partnership Benefits**

- TBD

### The Festival Road Show

**\$ 5,000**

**One partnership available**

The Festival Road Show is an amazing three-day tour throughout Greater Vancouver neighbourhoods with musicians who will be playing at this year's Festival giving impromptu performances from the back of a flat-bed truck. These tours take place the Wednesday, Thursday and Friday of the week leading up to the Festival and are a camera-magnet for TV cameras and newspaper photographers, as well as helping bring the Festival to the streets!

#### **Partnership Benefits**

- TBD

## Cash & In-Kind Support

**\$100 to \$5,000**

**Unlimited opportunities**

The Festival has many departments and working committees, each worthy of support by individuals, businesses and organizations in the community. Cash and in-kind support for any of our more than 40 committees, our administrative office or our various on-site services will be acknowledged in the following ways:

### **Support to \$500.00**

- Acknowledgement by name in the Friends Of Pete section of the Festival program. This level of acknowledgement includes one-time cash contributors and our Sustaining Members, as well as our many friends who make donations of cash and material items throughout the year.
- Acknowledgement by name on the Festival website

### **Support over \$500, up to \$1,500**

- Acknowledgement by name in the Partners & Supporters page at the front of the Festival Program
- Acknowledgement by name on the Festival website
- Two tickets to either the Saturday or the Sunday of the Festival Weekend

### **Support over \$1,500, up to \$3,000**

- Acknowledgement by name and logo in the Partners & Supporters page at the front of the Festival program
- Acknowledgement by name on the Festival website
- A 1/8 page ad in the Festival Program
- Four tickets to either the Saturday or the Sunday of the Festival Weekend

### **Support over \$3,000, up to \$5,000**

- Acknowledgement by name and logo in the Partners & Supporters section of the partnerships acknowledgements at the front of the Festival program
- Acknowledgement by name and logo on the Festival website
- A 1/4 page ad in the Festival Program
- An invitation for two to attend the Festival's Saturday morning on-site Partners Appreciation Breakfast
- Two weekend passes to the Festival

- end -