



Sponsorship Guide



The Regina Folk Festival's three-day celebration of music, culture and community will return to Victoria Park, August 6th-8th. As Regina's premiere summer event the Regina Folk Festival (RFF) boasts the highly anticipated ticketed Mainstage shows in addition to free day time concerts, workshop sessions, children's area, arts market, food court, festival record store and the Big Rock Garden.

The RFF's mission is to contribute to the City of Regina and to the cultural community of the province through its support of music and the performing arts. The RFF strives to build strong relationships with others in the music, cultural, business and community development sectors. Sponsors of the RFF support an internationally recognized arts organization and contribute to the enrichment of arts and culture in Canada. The RFF depends on our sponsors to keep the festival up and running and as we grow over the years the opportunities for partnerships continue to grow.



The Regina Folk Festival is a well-supported, one-of-a-kind community event that you'll want to be a part of.



August 6-8, 2010 Victoria Park Regina, Saskatchewan
www.reginafolkfestival.com



RFF Quick Facts

- The first festival was held in 1969.
- The RFF is a non-profit organization that operates year round. We strive to stay true to our Canadian folk music roots while also pushing musical boundaries by presenting a diverse range of artists in innovative events.
- A board of directors oversees our operations, but the management of the festival falls on our Artistic Director and Operations and Marketing Manager in addition to 4 full time junior staff and two seasonal staff, plus various contracts for service and suppliers.
- The RFF operates on a budget of \$1.2 million, which comes primarily from federal, provincial and municipal government contributions with the remainder generated from ticket sales, fundraising efforts and sponsorships.
- Promotion for our events spans television, radio, print, buses, billboards, handbills, web advertising, posters and joint marketing with our partners.
- The economic impact of the festival in 2010 is projected at \$2 million.

Volunteers

The Regina Folk Festival offers an unique opportunity for citizens to be a part of a powerful cultural and community event. Volunteers are the heart and soul of the RFF with over 650 people from all walks of life dedicating their time to allow the festival to live and breathe. Many volunteers return year after year often using their vacation days to take part in this one-of-a-kind event. We pride ourselves on having the friendliest, most helpful and knowledgeable volunteers around.

The Mandate of RFF Inc. is to

- present accessible, high quality music and arts events
- provide opportunities for artistic performance
- increase awareness and appreciation of a wide range of music
- contribute to the community, the arts sector and the evolution of music festivals
- build capacity, knowledge and skills to benefit the organization, the festival and the arts sector

Main Goals & Artistic Objectives

RFF's main artistic goal is to host high quality music events, which includes the presentation of the annual folk festival, the year round concert & workshop series and other special events throughout the year. The RFF believes in the value of live performance as an important form of communication that not only joins us together but also provides a forum for positive artistic, social and cultural development.

Artistic Vision

RFF Inc. is dedicated to presenting music that will push the envelope of the audience's present tastes and that will continue to add new audience members to the artistic experiences that are offered at both the annual festival and year round concert series. While the vision of RFF Inc. takes into consideration audience preferences and reflects on their knowledge of music and their comfort level with different types of experiences, it is not the intention of RFF Inc. programming to have the audience members love everything that is being presented. Indeed it is one of the desires of the Artistic Director that audience members are occasionally shaken up by someone they see on RFF Inc.'s stages. Exposure to new things encourages audience members to expand their artistic boundaries and engage with a broader spectrum of performances. Individual creativity is highly valued as a part of RFF Inc.'s artistic vision and the organization is dedicated to presenting art & music that presents a unique view of the world and the arts milieu.

2010

In addition to evening ticketed concerts on the Festival Mainstage the RFF will offer free daytime concerts and workshops on four stages and a children's area with music, dance and crafts. We are the only event of this kind in Canada that offers such extensive community programming at no cost. The RFF also offers an arts market, an international food court, a festival record store and The Big Rock Beer Garden.

The excitement doesn't end when the festival gates close. The RFF also hosts After Dark after-parties on Friday and Saturday nights.

In 2010, the Regina Folk Festival will run the same weekend as the Queen City Exhibition, an annual attraction that brings thousands of visitors to the city. The Regina Folk Festival will work with a variety of partners including Global, Leader-Post, CBC, Radio-Canada, Prairie Dog Magazine, Rawlco Radio, Regina Regional Opportunities Council and many more to position itself in a way that takes advantage of this opportunity. We intend to get our message to all visitors to the city and anticipate increased attendance over the weekend.

The Regina Folk Festival is also working hand-in-hand with the City of Regina on the Market Square project, which will see a complete redesign and redevelopment of Victoria Park and the 12th Ave block north of the park. We have been working with the city's architect and the urban planning department to make the Victoria Park place even more event-friendly. We are proud to be the "poster child" for the project, as we are the currently the largest event in the downtown space. We have been investing significant resources into the project over the last three years to ensure the designs make sense for events like ours, larger or smaller. The new permanent stages, trample-friendly lawn, Mainstage space, electrical outlets, traffic paths and the 12th Avenue street closure concept will contribute to the increased usage of the downtown space, bringing more people downtown and more visitors to the City of Regina. The Regina Folk Festival is proudly carrying the torch for this project.

The Regina Folk Festival is well respected across the country for innovative programming and strong community support. Attendance has been steadily growing over the last 40 years with Mainstage sales hitting sell out numbers for the last 3 years. With the expansion of our outreach programming, which includes over 12 hours of free concerts, workshops and activities for children throughout Victoria Park, attendance has risen to over 20,000 over the festival weekend. Our out-of-town attendance is also growing in recent years with over 36% of our audience coming from outside of Regina. With an increase in audience and media exposure, as well as an increase in out-of-town visitors we are able to offer sponsors greater benefits than ever before.

This summer the Regina Folk Festival will once again bring some of the world's best music to Regina. The 2010 lineup features an incredible blend of musical styles, cultural influences and above all, some of the world's best talent.

JOHN PRINE (USA)
CALEXICO (USA)
BUFFY SAINTE-MARIE (SK)
SARAH HARMER (ON)
ARRESTED DEVELOPMENT (USA)
PATRICK WATSON (QB)
ATERCIOPELADOS (Colombia)
EMILY WELLS (USA)
CARACOL (QB)
YVES LAMBERT ET LE BÉBERT ORCHESTRA (QB)
AURELIO MARTINEZ (Honduras)
DJ DOLORES (Brazil)
JUSTIN RUTLEDGE (ON)
OHBIJOU (ON)
LITTLE MISS HIGGINS (SK)
ALEXIS NORMAND (SK)
MR SOMETHING SOMETHING (ON)
LEEROY STAGGER (BC-AB)
GHOSTKEEPER (AB)
FADADANCE (SK)
BELLE PLAINE (NS)
BETTE & WALLET (NS)

and more!



*Clockwise from Top:
John Prine, Emily Wells, Buffy Sainte-Marie, Bette & Wallet,
Ghostkeeper, Aterciopelados, Patrick Watson,
Arrested Development, Calexico*

Want to Get Involved?

Because each one of our sponsors is unique, we work to build a sponsorship package that best suits your individual needs. A wide range of benefits are available including festival tickets, advertising in the festival program, emcee recognition and banner space at the festival and more! A new benefit for this year's sponsors is the potential for advertising space in the Regina Folk Festival Program Guide. Published on July 29th, the Program Guide has a distribution of 20,500 in Regina and Saskatoon providing a full week of pre-festival exposure and 3 days of high-utility exposure during the festival.

Committing to a partnership with the Regina Folk Festival means that you'll be getting your message out to a broad audience while supporting an important cultural event. Our evening concerts attract 9000 unique visitors over three days and our daytime activities attract 15,000 people over two days. The 2009 festival

attracted visitors from all across Canada (Alberta, Manitoba, British Columbia, Ontario, Nova Scotia) and the USA, as well as from various Saskatchewan centers, small and large, outside of Regina. In 2009 36% of advance weekend passes were sold to visitors from outside of Regina while 64% were sold in Regina itself. We would assume that with the recent trend of a marked increase in visitors to our festival from outside of Regina, that the visitors to the 2010 festival will again increase by 5% or higher than in 2009.

The table below will give you an idea of the type of benefits you may be eligible for. We encourage you to build a benefits package commensurate with the value of your sponsorship. Please note that all monetary values refer to both financial and in-kind donations. We look forward to meeting with you soon to develop a partnership.

	Value	Roadie (\$500-\$1,499)	Fan (\$1,500-\$4,999)	Friend (\$5,000-\$7,499)	Patron (\$7,500-\$9,999)	Partner (\$10,000+)
Festival Tickets	\$50 per evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After Dark Party Sponsorship (Various Opportunities)	\$50-\$300+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listing in Festival Program on our official sponsor page	\$250	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunlit Stage Emcee Recognition	\$500 per recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 Page Ad in the Festival Program	\$550	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/3 Page Ad in the Festival Program	\$700	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mainstage Emcee Recognition	\$750 per recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteer Party Sponsorship	\$750	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on the Festival Website (for a full year)	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Volunteer T-Shirts	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Festival Site Banner Placement	\$1,000 for general placement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 Page Ad in the Festival Program	\$1,150	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Festival Wristbands	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo Projected on Mainstage Scrim	\$2,000 per projection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mainstage Banner Placement	\$2,000 for general placement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$5,000 for preferred placement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunlit Stage Sponsorship	\$2,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company Tent On-Site	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company Vehicle On-Site	\$1,000-\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusivity on a Sunlit Stage	\$5,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional benefits for Partners contributing over \$15,000 may include a logo on the official Festival poster, handbill and in select advertisements and on the Mainstage scrim (\$20,000 value). These Partners are also eligible for special VIP passes as a thank you for your generous support.



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