

REGINA FOLK FESTIVAL SPONSORSHIP GUIDE 2018



The Sunday Night Finale on the Mainstage; Vox Sambou on Mainstage; Children's Area

Photo credits: Chris Graham, Rae Holtsbaum, and Danielle Tocker



**August 10 - 12, 2018 · VICTORIA PARK
REGINA · SASKATCHEWAN · CANADA**



“...a HUGE thanks for including me once again in what is truly a beautiful and unique Canadian event. I love my time at the Regina Folk Festival and I am just so impressed that it seems to get better and better every year. It’s an honour to be on that stage, representing the festival!”

THE SETTING



The Regina Folk Festival (RFF) presents an amazing weekend of music and community once a year right in the heart of Regina’s vibrant downtown, Victoria Park. The 49th edition of the RFF, which will take place August 10th - 12th, promises a spectacularly good time for one and all. Through the sharing of exceptional music from both near and far, this weekend apart from routine is a chance to let go of our stresses and worries and just be together. With highly anticipated ticketed Mainstage shows, free daytime concerts and workshop sessions, a lively, fun Children’s Area, an extensive arts market, an international food court, a festival record store and the Big Rock Garden, there are so many ways to bask in the glow of the RFF. When Monday comes, all too soon, people wake up and tell us “That was the best weekend!”

It begs the question: Was your company a part of it?

If not, it certainly can be. Use this guide to see how. In 2018, come August, you’ll want to be center stage when all the feel-good vibes wash over the 35,000+ visitors from Regina and beyond.

Victoria Park is Regina’s crown jewel. It’s a shared community space turned living room. During the Regina Folk Festival, it is simultaneously enriched and transformed into an urban oasis in the heart of a beautiful Saskatchewan summer. The focal point is our Mainstage, which accommodates 4,000 spectators. Scattered around the park are four other stages, smaller and more intimate, where daily concerts and workshop sessions, put on free of charge, bring together musicians in unpredictable but invariably

magical collaborations. Festival-goers mingle between stages – this one a Brazilian dj-led international dance party, that one a concert by an ethereal ghostlike songwriter, over there an East coast lesson in podorythmie – without knowing exactly what they’re going to get. Elsewhere amid the leafy colonnades, a host of independent vendors sell original crafts, clothing and jewelry. Our family area features entertainment, crafts and activities while our Big Rock Garden offers a relaxing atmosphere with a superb view of our festival Mainstage.

Thanks to nearly 50 years of evolution and refinement as well as a highly committed volunteer and staff team, no detail has been omitted in our efforts to make all of our patrons comfortable. Whether reclining in low lounging chairs or on blankets or dancing full out in front of the stage our patrons are able to enjoy an intimate connection with the artists on the RFF stages. Efforts have been made to make our festival as green as possible and in the last few years we have moved to LED stage lighting, compost in our sorting stations and have gone plastic water bottle free in our backstage hospitality and in our food court. All of the amenities are available on site, from public restrooms to water refilling stations so that our patrons can enjoy a pleasant, relaxing atmosphere. We encourage our audience members to walk, ride their bicycles or take the bus to our festival site so we can reduce our environmental impact.

The excitement doesn’t end when the festival gates close. The RFF also hosts the famously enjoyable After Dark carnival on Friday and Saturday nights at The Exchange featuring



Coeur de Pirate on Mainstage, Sunday Afternoon Parade, Les Hay Babies at the After Party
Photo credits: Chris Graham

“The word of the week-end was, ‘awesome.’”
-Leader-Post

“Thank you for the spontaneous miracles sparked when artist meets artist meets talented and passionate artist, and hundreds bear witness to their improvised collective creation. *I've seen magic born in your workshops.*”

- Shayna Stock, RFF festival-goer

The work of the festival is to place all the catalysts just comfortably and tenderly so, set the intentions, align the scene and then just let it all be. This is when the crowd, the performers and the 650+ vital volunteers take it as their own and create with it what they will. And oh, what magic is made!

What a difference time makes. If you'd attended the Regina Folk Festival when it first rolled out its tarp back in 1969, you and a few dozen audience members would have grooved to folk classicists. Well, here we are 48 editions later and the Regina Folk Festival has indeed come a long way. You might say that it is all grown up, having steadily evolved into an immense and well-recognized source of civic pride. Part of what has made the Festival so great is the continual growth of what constitutes folk music coupled with the explosion of musical styles amongst Canadian artists. Folk music is “music for the people.” With each subsequent edition the musical palette has been further enriched. Last year some 35,000+ cultural adventurers attended, 40% of which traveled to come here, from every

age and background imaginable – much like the globe-spanning musical variety displayed by the festival lineup.

Beyond all of that, the Festival has also turned into an unmatched opportunity for forward-thinking corporations to present themselves amid a public outpouring of beauty and substance. This brochure can show you how easy and affordable it is to be a part of it all.

The result of this continuous evolution is an audience that is large, diverse, loyal and continually growing. Affluent, socially aware and engaged in their community, they are, in many ways, leaders in the Regina of today and the future. For them these three days in August represent a rare privilege, a grand pleasure that rewards on so many levels. To be here, lounging on the grass in beautiful Victoria Park pondering life, experiencing new cultures, eating good food with good friends – well, it all serves to remind us all why we really truly love this town.



THE PLAYERS



Volunteers; Buffalo People Arts Institute, Mainstage Fans; VIP Hospitality; Sunlit Stage
Photo credits: Chris Graham & Danielle Tocker

SURVEY RESULTS: WHAT DID YOU LIKE BEST?

- “Everything! it was wonderful. I was super impressed that you had volunteers directing folks what to do with their waste - I think that is a brilliant idea and would like to see it at other festivals.”
- “I love *the collaboration between the artists* on the small stages. The cello artist, Chris Derksen and the hoop dancer were a highlight, as well as the high representation of aboriginal artists! I go to discover new talent and you didn't disappoint me in that regard at all!”
- “The atmosphere. *Everyone was in such a good mood* & the music and food together with the company made it such a good time. My favorite memory was definitely sitting in the sun watching De Temps Andan & Natalie McMaster jam it out on sunlit stage number two on Sunday morning.”
- “I love the chill surrounding. I enjoy sitting in a lawn chair, sipping a beer, listening to great music, seeing children running barefoot in the grass, old ladies dancing with hipster dudes in the boogey zone, holding my sweetheart's hand... *it's all so whimsical and lovely.*”
- “This was likely the *most organized, cleanest, most respectful event* I have ever attended.”



HOW YOU FIT IN

Here's one way you can tell that this is no ordinary festival: there's a waiting list to become one of the 650 volunteers, many of whom actually take vacation days to earn a little more festival time. The good news for you is that, as a sponsor, you can leap to the head of the queue. We're looking for partners who recognize that the Regina Folk Festival is the feel-good event of the summer. Without necessarily rocking, it rocks. There are plenty of ways to be involved. Advertisements in the RFF program guide draw a lot of eyes; what with all of the action going on at the Mainstage and the Sunlit stages, the book is never far from hand. Activations on-site are a great way to interact with folks while they're feeling relaxed. Sponsoring a stage is a sure-fire way to get your brand seen.

Bottom line: One would be hard-pressed to find any annual event that holds such a reservoir of good will in the Queen City. Here's a golden opportunity for your company to stand squarely behind it.

2017 FESTIVAL PARTNERS

Funders	SUN
Canadian Heritage	SeedMaster
Saskatchewan Arts Board	Harvard Property Management
Saskatchewan Lotteries	Save On Foods
SaskCulture	SaskTel
Canada Council for the Arts	Apperley Electric Ltd.
SOCAN Foundation	Capitol Staging
The City of Regina	Victoria's Tavern
Tourism Saskatchewan	Fan
	Crave Kitchen & Wine Bar
Champion	PrintedShirts.ca
TD	le Conseil culturel fransaskois
PotashCorp	Bushwakker Brewpub
	SaskMusic
Patron	SGI
Big Rock Brewery	Media
Crave Kitchen + Wine Bar	CBC Saskatchewan
Gembadesk	CJTR 91.3FM
	Global Regina
Hero	Leader Post
iQmetrix	prairie dog magazine
DirectWest	Radio-Canada Saskatchewan
Prieland Rentals	Rawlco Radio
Ramada Plaza Regina	CJSW
CUPE	Wow Factor Media
SGEU	Captive Audience
Dairy Farmers of Canada	Pattison Outdoor
Greystone Managed Investments	Additional Sponsors
SARCAN	Budget Rent-a-Car
Harvard Developments	Gilmour's Corner
Friend	The Green Spot Cafe
Porchlight Developments	Heliotrope
SaskTel	Sherwood Co-op

Sunlit Stage 3 sponsored by TD and PotashCorp
Photo credit: Chris Graham

2018 SPONSORSHIP RECOGNITION

BENEFITS ↓	CASH SPONSORSHIP LEVEL →	CHAMPION \$25,000+	PARTNER \$15,000+	PATRON \$10,000+	HERO \$5,000+	FRIEND \$2,500+	FAN \$1,000+
Festival Mainstage Banner Placement		✓	✓				
Festival Backstage VIP Tickets UP TO		5	3	2			
Company Ad in the Festival Program UP TO		1/2 page	1/3 page	1/4 page			
Logo on RFF Official Poster & Select Print Materials		✓	✓	✓			
Logo in Festival Program		✓	✓	✓	✓		
Name Inclusion on RFF Press Releases, Newsletters		✓	✓	✓	✓		
Festival Daytime Banner Placement		✓	✓	✓	✓		
Logo & Link on the Festival Website (for a full year)		✓	✓	✓	✓	✓	
Mainstage Emcee Recognition UP TO		3	1	1	1	1	
Sunlit Stage Emcee Recognition UP TO		3	1	1	1	1	1
Listing in Festival Program		✓	✓	✓	✓	✓	✓
Festival Tickets UP TO		15	12	9	6	6	5

Other possible benefits that can be added or traded with those above include the following: Volunteer Party Sponsorship, Logo on Volunteer T-shirts, Sunlit Stage Sponsorship (general or exclusive, After Party Sponsorship, VIP event for your clients, and more yet-to-be-imagined opportunities.

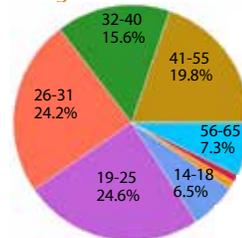
We are committed to mutually beneficial partnerships with our community sponsors and work hard to ensure that your goals are being met. The table above can give you an idea of the value of some of the options available to you, however, we create each sponsorship package to suit the needs of the relationship. The result is a unique sponsorship agreement that reflects your goals and values.

AUDIENCE PROFILE

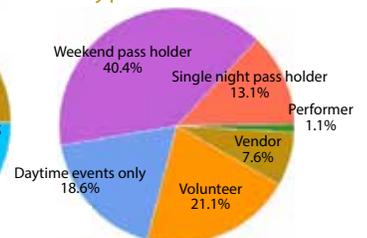
Staying over the weekend



Age



Type of attendee



CONTACT INFORMATION

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