

**BRANDON FOLK,
MUSIC+ART FESTIVAL**

to discuss an
ADVERTISING PLAN or **SPONSORSHIP**
please contact us

via electronic mail:
info@brandonfolkfestival.ca

via so-called snail mail:
Brandon Folk, Music and Art Festival
Box 22091
Brandon, Manitoba R7A 6Y9

via telephony:
204.717.1690

via technologies even more newfangled:
BrandonFolkFestival.ca   [@bdnfolkfest](https://twitter.com/bdnfolkfest)

THE TWENTY-SEVENTH ANNIVERSARY

**BRANDON FOLK,
MUSIC+ART FESTIVAL**



**2011 GUIDE TO
ADVERTISING
& SPONSORSHIP**

**UNDER THE TREES AT
the KEYSTONE CENTRE
BRANDON, MANITOBA**

21-24 JULY 2011

JOIN US FOR FOLK, MUSIC, ART & COMMUNITY

This July 21-24,
the Brandon Folk, Music and Art Festival

celebrates 27 years of
 music, visual art installations, spoken word, dance
 and creative family programming.

The festival is presented yearly by the Brandon Folk, Music and Art Society, a non-profit organization with charitable tax status, with a vision of nurturing and promoting arts and culture. Each summer, the festival provides exceptional entertainment in a beautiful environment. It is a unique opportunity for the performers, audience, and the community as a whole to witness world-class performances in an intimate and family-friendly environment.

Fully 75% of our revenues are self-generated. We value our partnerships with local businesses and not-for-profit organizations and are pleased to offer you a wide range of sponsorship packages and advertising opportunities for our 27th Annual Brandon Folk, Music and Art Festival.

Black and White Program Advertisements

	<u>height</u>	<u>width</u>	
1/8 page	2.125" × 2.75"		\$ 80. ⁰⁰
1/4 page horizontal	2.125" × 5.5"		\$ 125. ⁰⁰
1/4 page vertical	4.25" × 2.75"		\$ 125. ⁰⁰
1/2 page vertical	8.5" × 2.75"		\$ 250. ⁰⁰
1/2 page horizontal	4.25" × 5.5"		\$ 250. ⁰⁰
full page	8.5" × 5.5"		\$ 440. ⁰⁰

Colour Program Advertisements

Limited colour space is available in our program. Book quickly to ensure a colour spot. Choose from the inside front cover, the inside back cover or the outside back cover of our program.

	<u>height</u>	<u>width</u>	
inside 1/2 page	4.25" × 5.5"		\$ 500. ⁰⁰
inside full page	8.5" × 5.5"		\$ 850. ⁰⁰
outside full back cover	8.5" × 5.5"		\$ 950. ⁰⁰

Sponsorship Packages

We are proud to offer sponsors a number of special incentives this year and invitations to **dine with us backstage for our gourmet seven-course dinners featuring an International Fusion menu** and then enjoy the evening concert from behind the scenes.

Bronze Sponsorship \$1,500

Four (4) weekend passes; signage on site; two (2) dinner/backstage passes; logo on poster, in program and website; thanks from the stage by Daytime MC.

Silver Sponsorship \$2,500

Six (6) weekend passes; signage on site; four (4) dinner/backstage passes; logo on poster, in program and website; thanks from the stage by Daytime MC.

Gold Sponsorship \$3,500

Eight (8) weekend passes; signage on site; six (6) dinner/backstage passes; logo on poster, in program and website; thanks from the stage by Evening MC.

Platinum Sponsorship \$5,000

Twelve (12) weekend passes; premium signage placement; eight (8) dinner and backstage passes; logo on poster, in program, website and other promotional materials; public acknowledgement of sponsorship at related media events and from the stage by Evening MC.

Diamond Sponsorship \$10,000

Twenty (20) weekend passes; premium signage placement; fifteen (15) dinner and backstage passes; logo on poster, in program, website and other promotional materials; ad space in the program; public acknowledgement of sponsorship at related media events and from the stage by Evening MC.

Additional Sponsorships: We can customize a sponsorship package that suits your company or organization. Other options may include stage- and tent-naming rights, additional logo/banner placement, and cooperative advertising opportunities. Please contact us for more information.

Memberships: \$15 Individual \$25 Family \$50 Business

Memberships are valid for one year, and all members are placed on the mailing list and eligible for discounts on tickets and events held by the BFMAS year round. Members also receive voting rights at the Annual General Meeting.

Donations can be targeted to specific programs or projects, for example the Emerging Artist Program or The Strand Project. The Brandon Folk, Music and Art Society will gladly issue a tax receipt for any donations made.