

THE 40TH ANNIVERSARY ISLANDS FOLK FESTIVAL

The Cowichan Folk Guild is a dynamic and progressive non-profit organization dedicated “preserving and promoting folk performing arts” in the Cowichan Valley. For the past 39 years, we have done just that by building and sustaining the community through musical artistic expression.

Throughout the year we host many events including: a monthly coffee house, concerts at the acoustically superb Chapel located at Providence Farm, community dances, several productions and co-productions, and numerous support activities for other non-profit organizations and community groups in the Cowichan Valley.

We also proudly host the world-renowned annual Islands Folk Festival that is held at the beautiful and historic Providence Farm each year in July.

We give our heartfelt thanks to those who recognize the rewards of sponsorship and who have generously committed to this special, family friendly festival event. To those who have not yet participated in the Islands Folk Festival, we encourage you to come on board and discover the benefits of contributing to an extraordinary musical experience that is treasured by all who attend. We welcome your support and know that your contribution will generate positive, quantifiable returns. The 2024 Islands Folk Festival is July 19th -21st and we'd like you to be a part of it!

Tourism is an important economic sector in the Cowichan Valley. Every year the region is visited by more than 100,000 visitors seeking a variety of experiences, including wine tours, First Nations culture, heritage sites, and outdoor adventures. Over the past 39 years the Islands Folk Festival has been a major economic contributor to this vital economic sector in the Cowichan Valley and in the City of Duncan.

The Islands Folk Festival brings approximately 3,000 people to the Cowichan Valley each summer. It is estimated that each of these people purchase (in addition to ticket purchase) an average of \$200 of goods and supplies, fuel, accommodation, food, and beverages, camping supplies, and additional needs per festival. This equates to approximately \$600,000 in direct consumer expenditures each and every festival. That is a lot of economic traction for a weekend folk festival.

The Cowichan Folk Guild, producers of the Islands Folk Festival, is reaching out to you, corporate and private donors, sponsors, and all levels of government, to assist us in celebrating the long-term success of our festival. We know you'll agree that in the past 39 years we have created a pretty amazing cultural institution right here in the Cowichan Valley. We have established a destination level event that helps put our community on the map and contributes to making the Cowichan Valley and the City of Duncan a wonderful place to live, work, visit, and do business.

We are asking for your support to continue our proud festival heritage. Please have a look at the sponsorship program that follows and please do not hesitate to contact the Sponsorship Coordinator, or the Artistic Director should you require additional information.

2024 Sponsorship Program

Level 1 Festival Friend

Investment: \$100 - \$300

- Sponsor Listing in our Festival Program

Level 2 Festival Friend

Investment: \$301 - \$499

- 1 Pass to the Islands Folk Festival
- Sponsor Listing in our Festival Program

Level 3 Festival Friend

Investment: \$500 - \$999

- 2 Passes to the Islands Folk Festival
- Website listing and link
- Sponsor Listing in our Festival Program

Level 4 Festival Supporter

Investment: \$1,000 up to \$1,999

- 2 Passes to the Islands Folk Festival
- 2 Festival T-Shirts
- Website listing and link
- Banner Ad in our Festival Program
- Sponsor Listing in our Festival Program

Level 5 Festival Sponsor

Investment: \$2,000 - \$2,999

- 4 Passes to the Islands Folk Festival
- 4 Festival T-Shirts
- 1/3 Page Display Ad in our Festival Program
- Website listing and link
- Sponsor Listing in our Festival Program
- Your Logo on Festival Posters
- Announcements by our MCs during the Islands Folk Festival

Level 6 Festival Investor

Investment: \$3,000 - \$3,999

- 5 Passes to the Islands Folk Festival
- 5 Festival T-Shirts
- 1/2 Page Black & White Display Ad in our Festival Program
- Website listing and link
- Sponsor Listing in our Festival Program
- One Year Ad placement on our website www.islandsfolkfestival.ca
- Your Logo on Festival Posters
- Your Logo displayed, where possible, on advertisements
- On-site signage displayed prominently during the Festival
- Announcements by our MCs during the Islands Folk Festival

Level 7 Festival Investor

Investment: \$4,000 - \$4,999

- 6 Passes to the Islands Folk Festival
- 6 Festival T-Shirts
- One Full Page Black & White Display Ad in our Festival Program
- Website listing and link
- Sponsor Listing in our Festival Program
- One Year Ad placement on our website www.islandsfolkfestival.ca
- Your Logo on Festival Posters
- Your Logo displayed, where, possible, on advertisements
- On-site signage displayed prominently during the Festival
- Announcements by our MCs during the Islands Folk Festival

Level 8 Festival Investor

Investment: \$5,000 or more

- 8 Passes to the Islands Folk Festival
- 8 Festival T-Shirts
- One Full Page Colour Display Ad in our Festival Program
- Website listing and link
- Sponsor Listing in our Festival Program
- One Year Ad placement on our website www.islandsfolkfestival.ca
- Your Logo on Festival Posters
- Your logo displayed, where possible, on advertisements
- On-site signage displayed prominently during the Festival
- Announcements by our MCs during the Islands Folk Festival

Targeted Sponsorships

There are also opportunities to sponsor an element at the Festival such as the: “Youth Showcase”, Special Workshop Programming, Festival Program, Volunteer T-Shirts, Stages, Zero Waste Program, Kids Area, Raffle, First Aid, or other elements or activities. Recognition is at the sponsor level above PLUS in promotions linked to the specific project or venue. This can include donating items or gift certificates for contests and draw prizes.

In Kind Contributions

Here are a few suggestions that reflect our need for 'In-Kind' sponsorships:

- Tents - Donate your corporate tent for the weekend. Free advertising for you!
- Advertising - Display Festival Posters within your establishment, your window front, or marquee
- Site supplies & equipment - lumber, nails, radios, tables, chairs, electrical supplies, shuttles, golf carts, etc
- Radio, TV or Print Advertising as well as Printing Services or Design Services

Buy an Ad

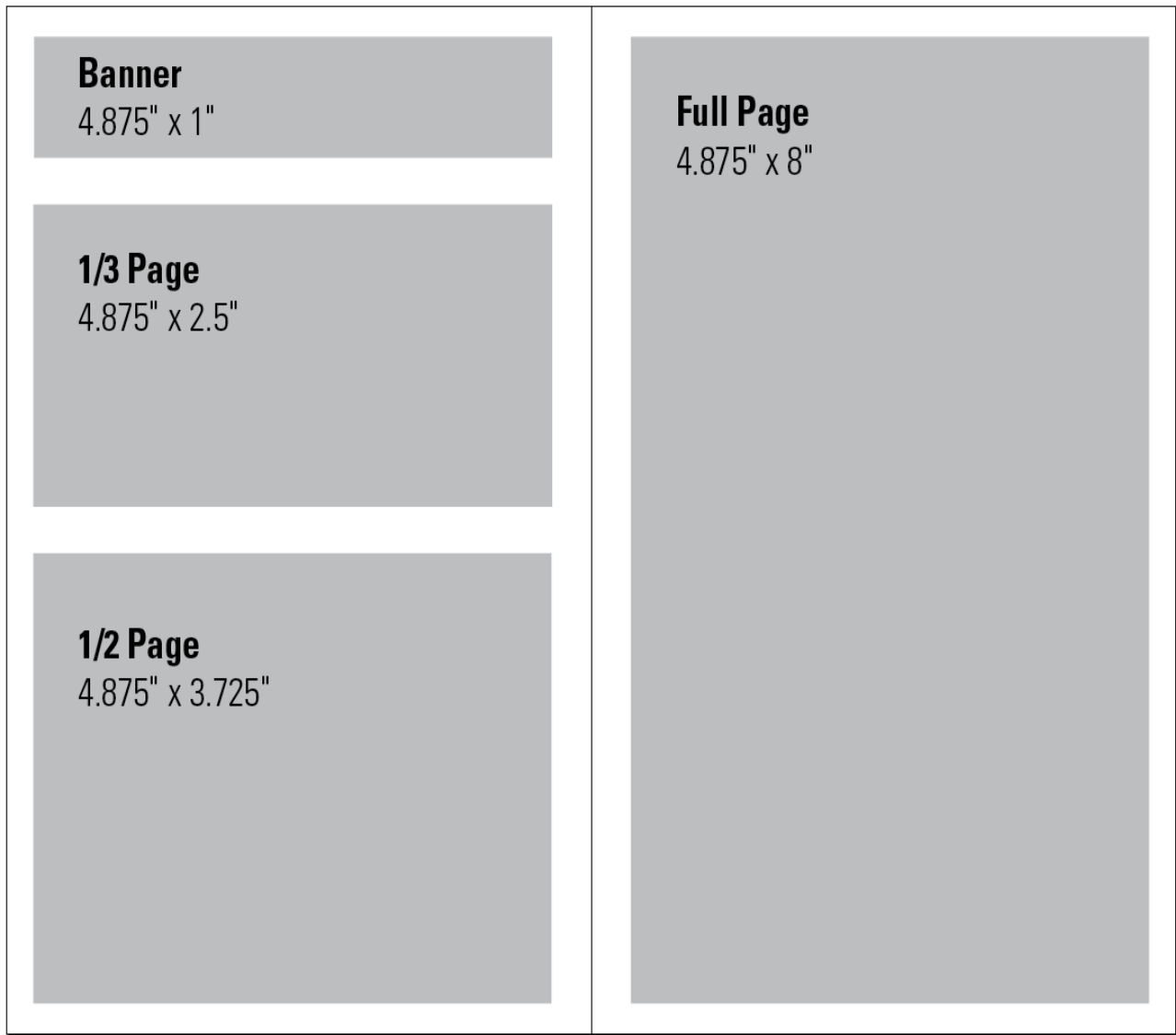
Buy an Ad in our Islands Folk Festival Program, promote your business or organization and support the Festival all at the same time. The Rate Sheet and Ad Specs are attached.

Make a Donation

If none of these sponsorship choices work, feel free to suggest other alternative ways to show your support or consider a cash donation.

Join us!

You'll be in with some great Companies who support this Festival: CHEK TV, Times-Colonist, BC Ferries, Coast Environmental, Water On Wheels, VIU Culinary Program, C.U.P.E. Local 358, and many, many more! We can't do it without you!



Ad box sizes are for illustration purposes and may not be exactly as illustrated.
 Full camera-ready art must be supplied by clients by June 2nd, 2024

Rates

Outside Back Cover Full Colour.....	\$1,000 + GST
Inside Front or Back Cover Full Colour	\$800 + GST
Inside Front or Back Cover Black & White	\$500 + GST
Banner	\$75 + GST
1/3 Page.....	\$100 + GST
1/2 Page.....	\$200 + GST
	Full Page
	\$400 + GST