



Sponsorship Package

Mission Folk Music Festival Society

2023

About Us

The Mission Folk Music Festival Society presents music, dance, stories, and songs from across Canada and around the world to receptive and engaged audiences through the annual Mission Folk Music Festival, year-round concerts and events, and community-supported programming for organizations and businesses in Mission, BC. We value creating spaces for artists and audiences to connect, engage, discover and celebrate culture, art, and tradition in intimate, accessible, and inspiring ways.

THE 2023 FESTIVAL

From July 21-23, 2023, we invite you to join us in Fraser River Heritage Park for a weekend of extraordinary music in a stunning natural setting.

Now in its 36th year, the festival will continue to bring engaging, inclusive, and entertaining programming that features world class musicians, songwriters, dancers, story tellers, and culture bearers from international, national, regional, and local communities. Indigenous and second language cultures are respectfully featured and dedicated festival programming targets youth, families, emerging artists, and those with a passion to participate.



The Mission Folk Music Festival is situated within the unceded traditional territory of the Kwantlen, Matsqui, and Leq'a: mel First Nations, among the Stó:lō peoples. Leq'a: mel, meaning 'the level place where people meet', is the origin place of the Halq'emeylem language. We express our gratitude and respect for the honour of living and working in this territory.

About The Festival



GET YOUR MESSAGE ACROSS TO A HIGHLY ENGAGED AUDIENCE:

PRIMARY AUDIENCE

18 – 65+ years of age, family oriented, and community engaged residents of Western Canada and Washington State

IN-PERSON FESTIVAL ATTENDANCE

5000 people from the Lower Mainland, Langley area, Fraser Valley and across BC

WEEKEND PASS BUYERS 45% from outside Fraser Valley

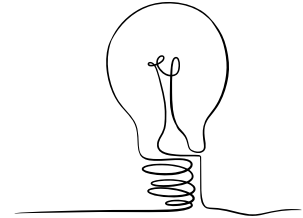
FACEBOOK 6,100 followers

INSTAGRAM 1,584 followers

EMAIL LIST 2371 subscribers 40% average open rate (industry standard: 20%)

EVENT IMPACTS

Ongoing commitment to producing a zero-waste event with compostable wares, no single use plastics, partnership with Mission Environmental Stewardship Society, and renewable water sources for patrons.



2023 FESTIVAL FEATURES

- Expected attendance of **5000+ people**
- More than **40** festival performances
- A community of **300+ volunteers**
- 20 – 25 acts featuring **100+ performers** celebrating the sounds of the blues, bluegrass, folk, roots, americana, global, country, and Quebecois music
- **Festival Choir** merging artists and audience in song
- **Bistro** (Beer Garden), on-site camping, and food truck village
- **Artisan and Community Markets:** 20+ artisans and community organizations
- **Wee Folks:** integrated family programming at each stage

Our Events and Programs



36th Annual Mission Folk Music Festival



Year-round Concerts
Music and dance all year long.



Community Music Programming
Supporting events in our community



Gear Share
Community gear loan program



Community Access Program (CAP)
Making events accessible



Wee Folks
Child and family programming



Volunteer Folk
Building a great team for the community

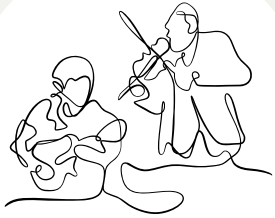


Event Planning
Supporting our community events and organizations



Workshops
Opportunities to learn and play

Sponsorship Packages



The Main Event

- Event naming rights
- 10 MFMFS Full Festival tickets
 - Backstage access
 - Artist meet and greet
- Company logo on MFMFS promotional and print materials (poster, ads)
- Company banner hung at Main Stage on festival grounds (company provides banner)
 - Company logo on front page of the MFMFS website
- Acknowledgement and text link to your web page on sponsor page on MFMFS website
 - 20 mentions on social media
- Inclusion in day stage emcee program
 - 10 festival t-shirts
- Company logo on sponsor page in the MFMFS program guide
- Newsletter mention and promotional link

\$20,000



On Stage (3)

- Day stage naming rights for one stage
 - 8 MFMFS Full Festival tickets
- Company logo on MFMFS print materials (poster, ads)
- Company banner hung in a high traffic area on festival grounds (company provides banner)
 - Company logo on front page of the MFMFS website
- Acknowledgement and text link to your web page on sponsor page on MFMFS website
 - 10 mentions on social media
- Inclusion in day stage emcee program
 - 8 festival t-shirts
- Company logo on sponsor page in the MFMFS program guide
- Newsletter mention and promotional link

\$10,000

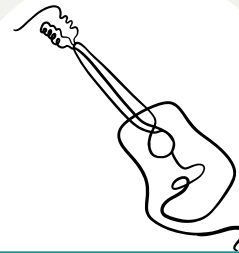
Sponsorship Packages



Advocate

- Mainstage concert sponsorship (3 available)
Company banner hung in a high traffic area on festival grounds
(company provides banner)
- Company logo on front page of the MFMFS website
- Acknowledgement and text link to your web page on sponsor page on MFMFS website
 - 6 mentions on social media
- Inclusion in day stage emcee program
 - 6 festival t-shirts
- Sponsor acknowledgement on festival grounds
- Company logo on sponsor page in the MFMFS program guide
- 6 complimentary MFMFS Full Festival tickets
- Newsletter mention and promotional link

\$5,000



Partner

- Sponsor acknowledgement on festival grounds
- Company logo on sponsor page in the MFMFS program guide
 - Four festival t-shirts
- Acknowledgement and text link to your web page on sponsor page on MFMFS website
- Four complimentary MFMFS Full Festival tickets
- Newsletter mention and promotional link
- Acknowledgement in MFMFS Program
 - Four mentions on social media

\$2,500



Additional Sponsorship Options

Supporter \$1000

- Acknowledgment and text link to your web page on the sponsor page on the MFMFS website
- Two complimentary MFMFS Full Festival ticket
- Newsletter mention and promotional link
- Acknowledgment in MFMFS Program
- Two mentions on social media

Friend of the Festival \$500

- Acknowledgment in MFMFS Program
- One complimentary MFMFS Full Festival ticket
- Two mentions on social media

Special on-site opportunity:

Area Recognition \$1500 (5)

Supporter level plus signage and recognition in one of the following five areas:

- Artisan Market
- Beer Garden
- Festival Central
- Wee Folk's Area
- Volunteer Program



Thank you!

We look forward to partnering with you.

Contact

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