



July 26-28, 2024

# PARTNERSHIP OPPORTUNITIES

*Find Your Folk!*

f MissionFolkFest @ missionfolk missionfolkmusicfestival.ca

## *Find Your Folk at the Mission Folk Music Festival!*



The Mission Folk Music Festival on July 26–28, 2024, is an annual three-day multifaceted festival organized by the Mission Folk Music Festival Society.

For 37 years, the Society has curated musical performances and festival programming that celebrates songs, stories, and cultural traditions that connects people across cultures, geographies, and generations.

Notable Canadian and international musicians across a wide mix of folk genres including roots, bluegrass, blues, and other traditional arts are hosted in the City of Mission's heart of the community, the naturally beautiful Fraser River Heritage Park.

## **FROM OUR FOLKS TO YOURS!**

The Folks at the Mission Folk Music Festival have crafted a sponsorship program as unique as the Festival itself.

Our brand promise is experienced in everything we do, and this extends to our community, sponsors and stakeholders.

This year consider being part of the Mission Folk Music Festival family and in return, we will craft for your company opportunities for:

- elevating your brand
- engaging with your operating community
- strengthening your DIA and BIPOC values
- increasing sales through product knowledge and promotional programs
- inspiring corporate volunteerism and improving employee morale
- supporting local charities
- and Finding Your Folk!

The next pages will tell you a little more about us and the corporate benefits available with partnership participation.

## Property Description

### OUR FOLK

We attract engaged, curious individuals and multigenerational families looking for fun, affordable local/regional arts and culture activities.

### OUR VENUE

*Listen, sing, dance, and Find Your Folk at the Fraser River Heritage Park*

We've had the privilege of hosting concerts in one of BC's most beautiful parks since 1988, the Fraser River Heritage Park located on the traditional, unceded traditional territory of the Leq'a:mel, Kwantlen, and Matsqui First Nations, among the Stó:lō peoples.

The naturally beautiful park provides a one-of-a-kind setting for a weekend of new sounds, tastes, and experiences and 16 acres of festival grounds supporting a main stage, three performance spaces (day stages), an artisan market, bistro, community workshops, sponsor/vendor community engagement activations as well as integrated family programming.

### OUR SOUND

*Discover folk artists from across Canada, around the world, and right here at home*

The Festival hosts notable Canadian and international musicians across a wide mix of folk genres including roots, bluegrass, blues, and other traditional arts passed down through generations and influenced by culture, family, ethnicity, orientation, identity, and era.



## THE MISSION FOLK MUSIC FESTIVAL

*July 26-28, 2024*

- Mainstage
- Daystages
- 40 Musical Performers
- Artisan Market
- Folk Place  
(Sponsor Activation Space)
- Bistro & Beer Garden
- Workshops
- Wee Folks  
(kids programming)
- Very Important Folk (VIF) programming
- Folk Festival Campground
- A lot of great folk!

## OUR CULTURE & EXPERIENCE

*We started the Mission Folk Music Festival to celebrate new experiences together outside.*

Our immersive festival experience is legendary fostering a connection that differentiates from other festivals. Our stages are low to the ground, artists mingle by the bistro, beer garden, and markets and the space between audience and artist is intimate.

And as a result, artists, audiences and the community connect, engage, discover and celebrate culture, art, and tradition in intimate, accessible, and inspiring ways.

Year after year our attendees come for the music but stay for the friendships.



## BY THE NUMBERS

### OUR FOLK

Years in operation:  
**37**

Attendees over the past 5 years:  
**25,000+**

Annual attendance:  
**5,000+**

Volunteers:  
**300 +**

**Number of Volunteer Hours**  
4000+

The population of the Folks in our backyard (Fraser Valley):  
**314,833**

Visiting Folks:  
**45% from outside the Fraser Valley**

### MARKETING & COMMUNICATIONS

Facebook followers:  
**6,700**

Instagram followers:  
**1,900**

Social Media Impact from March to September

Facebook  
**325.5K**

Instagram  
**27.3K**

E-direct mail subscribers:  
**2,371**

**Website Users**  
24K new users

### THE FESTIVAL

Festival days:  
**A 3-day passport to a world of music**

Main stage: **1**  
Day stages: **4**

Concerts  
**50+**

Performing artists: **100+**

Artisans:  
**35+ (average)**

Participatory Workshops:  
**8 +**

Sponsor recognition space:  
**10,000 feet**

# Sponsor Benefits

	OFFICIAL PARTNER	COMMUNITY PARTNER
<b>Rights Fee</b>	\$7,500	\$4,000
<b>COMMUNICATIONS</b>		
<b>Website</b>	One sponsor profile over the term	
<b>Newsletter</b>	Logo in sponsor family in size and prominence after the major sponsor	Logo in sponsor family in size and prominence after the major sponsor
<b>Social Media</b>		
Posts on IG/FB	6 posts	3 posts
PR	Media Event	Media Event
	<ul style="list-style-type: none"> <li>Recognition Signage as part of sponsor family</li> <li>Press kits: Sponsor family insert/Logo recognition following major level</li> </ul>	<ul style="list-style-type: none"> <li>Recognition signage as part of sponsor family</li> <li>Press kits: Sponsor family insert/Logo recognition following Tier 2</li> </ul>
Advertising (paid/nonpaid)	Logo recognition in up to 4 publications	
<b>COLLATERAL</b>		
<b>Posters</b>	Placement and size of logo following major sponsor	Placement and size of logo following Tier 2 sponsor
<b>Volunteer T-shirts</b>	Second highest-level position and size of logo recognition	Third highest-level position and size of logo recognition
<b>LIVE SITE</b>		
<b>Sales/Community Engagement</b>		
Table + Booth Space	MFMF will work with the sponsor to tailor a community engagement program Up to 10' x 10' of space with 2 tables (Booth is cost to sponsor)	MFMF will work with the sponsor to tailor a community engagement program Up to 10' x 10' of space with 2 tables (Booth is cost to sponsor)
<b>Signage</b>		
VIF Recognition Wall	Second Tier placement	Third Tier placement
On stage communications: Main Stage	Up to two verbal mentions over the weekend	Up to one verbal mention over the weekend
<b>Corporate &amp; VIP</b>		
Festival Tickets	20	10
Very Important Folk		
VIF Special Program	6 invitations	Up to 4 invitations
Employee Volunteerism	MFMF will work with the sponsor to tailor an employee volunteerism program	MFMF will work with the sponsor to tailor an employee volunteerism program

\* RE: Media Event: The media event is not confirmed at this time.



## SUPPORTING THE FOLKS IN OUR OWN BACKYARD

The Mission Folk Music Festival is committed to celebrating the cultures and heritage found in our **own communities** as we are celebrating the ones we highlight on stage and in our programs.

In 2024 we are reinforcing this commitment in a new way.

This year we have decided to celebrate our Festivals 37-years in the Fraser Valley by **giving back to those who need it most** from the Fraser Valley.

Inflation has hit our Fraser Valley families in ways that cut back, and often eliminate quality-of-life leisure experiences.

That is why we have crafted the **Good Folks Partnership Program**.

Our Good Folks Partnership program provides a cost-efficient opportunity to give back to the community while at the same time be recognized in multiple ways as a Mission Folk Music Festival sponsor.

Please consider participation in **Our Good Folks Partnership Program** and support the folks in the communities we live, work and play in.

## OUR GOOD FOLKS PARTNERSHIP PACKAGE | \$1,200

### Benefits

#### Tickets to Support the Folks in Our Communities

Your Good Folks Festival Ticket Package Includes:

- Twenty (25) adult day tickets
- Tickets suitable for Saturday or Sunday and for adult and youth.
- The tickets have a street value of \$1,250

Tickets can be used for employees, family, friends or a charity of your choice or provided to the MFMF to give back to the community on your behalf.

In the latter, we will collaborate with each Good Folk Sponsor and assign tickets to a relevant charity.

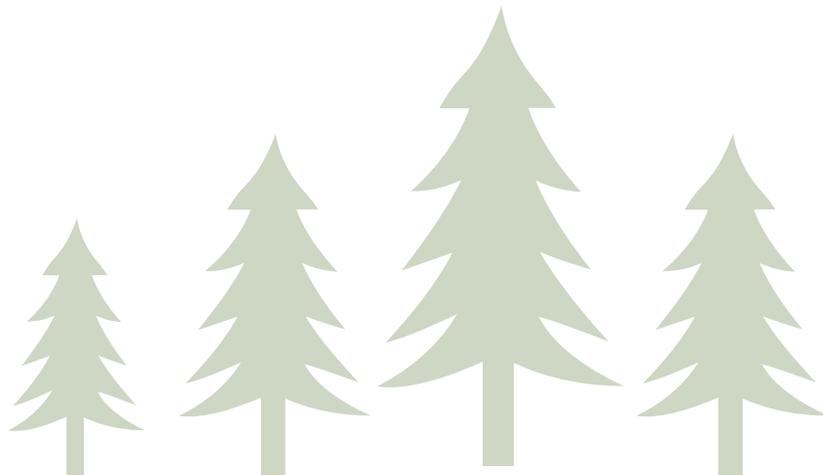
### VIF (Very Important Folk)

Your Good Folk Partner Package includes VIF hospitality benefits.

### Sponsor Recognition

Your company name will be recognized in multiple tactical areas:

- **Website:**
  - *The Folks Who Support Us* home page.
  - *Grateful Folk*—Our Thank You home page on the MFMF website.
- **Signage:** *The Folks Who Support Us* signage positioned in a high traffic location at the festival site.
- **Sponsor Report:** One *Grateful Folk* post-event Sponsor Report.





## OUR PROMISE

### *Protecting the Folks on the Planet*

The Mission Folk Festival Music Society has an ongoing commitment to produce a zero-waste event. This dedicated effort includes organizing renewable water sources for our attendees, no single use plastics, use of compostable wares as well as a partnership with the folks at the Mission Environmental Stewardship Society.

## CONTACT US

Joanne Veltri  
Sponsorship Coordinator  
t: 778.772.2223  
e: [jveltri@shaw.ca](mailto:jveltri@shaw.ca)

## THE MISSION FOLK MUSIC SOCIETY

The Mission Folk Music Festival Society promotes, preserves, and nurtures folk, roots, traditional and emerging music and its cultural heritage through the production of the annual Mission Folk Music Festival.

Keeping to our mission, in addition to the annual Festival, the Society also organizes performing community arts events through the year.

The Mission Folk Festival Music Society is a charitable arts organization and registered charity.

Charitable Registration Number: 128544509 RR 0001

