



FOLK ON THE ROCKS



Sponsorship
Guide

BE A PART OF THE MAGIC!

FOTR's 39th year promises
some spectacular surprises.

CONTACT

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Canadian
music
from a
wide array
of genres



Artisan vendors
selling unique,
hand-crafted
goods, and
food vendors
from varied
international
cuisines

A Northern
tradition
dating
back to
1980



The
work of
over 400
volunteers



A large scale
community
event that
hosts over
3000
attendees



All
happening
under the
beautiful
midnight
sun!

Folk On
The Rocks
Annual Music
Festival is
the largest
event of the
summer!
Partnering
with Folk On
The Rocks is
guaranteed
exposure to
a large cross-
section of
Yellowknife's
community.



FESTIVAL FACTS

- Between 25-40 acts will play over the course of the weekend
- 40% of the acts that perform at the Festival will be Northern based artists
- Over 3000 people will attend the Festival throughout the weekend
- FOTR has something for everyone including a rockin' kids area and stage as well as 19+ beer garden
- Has over 4K Facebook fans, 1.7K Twitter followers and 1.6k Instagram followers, 1.3K Mobile App users
- Generates over \$1,000,000 within the local economy annually
- The largest demographic is between 27 and 50 years old



Sponsorship Opportunities

All sponsorship packages include a sponsor appreciation gift, the opportunity to place inserts in the Performer Packages, and hotlink logos on the FOTR website.



Presenting Sponsor

- Weekend passes (exact number negotiable)
- The opportunity to host an onsite activation
- Logo on sponsor board at Festival
- High visibility banner placement
- 5+ cross platform social media posts (facebook, twitter, instagram)
- Page on Festival Mobile application with customizable features
- Printed media recognition
- Inclusion in all FOTR press releases
- A VIP invitation to the exclusive pre-

Availability: 3
Amount: \$25,000+
Type: Cash Sponsorship

- Festival performer BBQ
- Opportunity to present on the main stage
- "Presented by YOUR COMPANY" on Festival tickets
- Access to Beer Garden VIP Area
- Recognition on Festival schedule and map print out
- Website banner ad
- Inclusion on all FOTR Festival posters and advertisements
- Sponsor logo or message in Board and Staff email signatures
- First right of refusal for 2020

Official Volunteer Sponsor

- Your logo on all official volunteer gear (over 270 volunteers onsite) including volunteer t-shirts
- Your banner at Volunteer Headquarters
- Official Volunteer After Party Sponsor

Availability: 3
Amount: \$5,000
Type: Cash Sponsorship

- Social media recognition
- MC recognition
- 2 weekend passes
- Option to expand on volunteer gear (water bottles, hats, etc.)

Official FOTR Staff and Board Sponsor

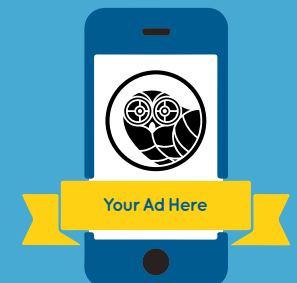
Availability: 3
Amount: \$3,000
Type: Cash Sponsorship

- Your logo on all official staff and Board member gear
- Social media recognition
- MC recognition
- 2 weekend passes

Mobile Page Sponsor

Availability:
Amount: \$1,000
Type: Cash Sponsorship

- Your ad on the loading page our 2019 Mobile App (which had 1.3K users last year)



Sponsorship Packages

Folk On The Rocks offers flexible and unique opportunities to its sponsors and partners.

	LEVEL	WHISTLE \$500+	APPLAUSE \$1000+	FOOT STOMPING \$2500+	STANDING OVATION \$5000+	BRAVO \$7500+	ENCORE \$10000+
Logo on Sponsor Board at Festival		•	•	•	•	•	•
Festival Passes			•	•	•	•	•
Opportunity to Display Banner Onsite			•	•	•	•	•
Social Media Recognition			•	•	•	•	•
Emcee Recognition				•	•	•	•
Page on Mobile App				•	•	•	•
Opportunity to Host Onsite Activation						•	•
Inclusion in FOTR Press Release						•	•
Opportunity to Present on Stage						•	•
Invitation to VIP/Performer BBQ							•
Website Banner Ad							•
First Right of Refusal 2019							•



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