

WINTERFOLK

BLUES & ROOTS FESTIVAL

SPONSORSHIP
OPPORTUNITIES



WELCOME

Winterfolk is an annual, blues and roots music festival, recreating the relaxed ambiance of a summer music festival, but indoors, in the winter, in downtown Toronto. It features more than 100 artists, over one extremely packed long weekend. Since 2002, it has continued to grow, becoming wider and deeper with each edition. The festival moved to the Eaton Chelsea Hotel at Gerrard and Yonge, bringing all the performance spaces under one roof. Winterfolk occupies a unique place in the entertainment and performance spectrum of the city.

Annual Winterfolk Festival in Downtown Toronto

Laura Fernandez is not only a Winterfolk volunteer since year one, but also a regular performer, songwriter, and host of Café Latino on JAZZ FM.



EVENT

Uniting Communities through Music

Winterfolk programming supports our community, presenting, on its stages, a variety of performers, from new and emerging talent, to seasoned veterans of the festival circuit. All the stages are indoors and under one roof, featuring everything from quiet listening rooms to full-out raucous dance parties. The programming is designed to appeal to a wide range of people from children to aging boomers.

Winterfolk involves many other arts and community organizations, offers them free stages at our festival, listings on our website and in the festival program. Some emerging and upcoming artists come from the live auditions held across southern Ontario. Winterfolk is presented by "A Better World", a registered not-for-profit organization, a member of the Ontario Council of Folk Festivals (OCFF) and supported by the Downtown Yonge BIA.



Come for Winterfolk, stay for the Annual Folk Alliance Conference immediately following the same venue.

**"There's a
movement afoot
to keep us from
succumbing to
the obvious
temptations of
hibernation this
weekend. It's
called Winterfolk."**

- From The Toronto Sun article
*"Winterfolk warms souls with rootsy
music in Toronto clubs"*

By Mary Dickie



INFORMATION

The Winterfolk audience attends live music events, buys CDs, is evenly mixed male and female, middle aged, upper middle income, well-educated, and very loyal to the festival.

Spending during Festival

Origin	Per Day	3 Days
Toronto	\$60.00	\$180.00
Southern Ontario	\$95.00	\$285.00
Out of Province		
USA	\$375.00	\$125.00

Years of Attendance

1st Year	25%
2nd - 3rd Year	45%
4th or More	30%
Average number of Repeat Years	3.5

Winterfolk venues are filled to capacity during the festival.

Age Representation

Under 15	5%
16 - 20	20%
26 - 25	32%
36 - 45	18%
46 - 55	12%
56 - 6	8%
Over 65	5%



We expect an audience of 10,000 this year.

EXPOSURE

We will work with you to tailor a customized sponsorship package for your specific goals.

Brochure

8,000 brochures are distributed all over Ontario, through the Ontario Council of Folk Festivals (OCFF).

Website

Gets 7,000 hits in the two months prior to Winterfolk, listings on partner websites and social media coverage.

Poster & Postcards

More than 1,000 are distributed to the downtown core and universities.



Direct Mail

2,000 are sent to our own contacts, media, other targeted newsgroups, and lists to reach more than 12,000 qualified attendees.

Print & Radio

Listings placed in all the major Toronto newspapers and ads in industry-related magazines. 50,000 listeners hear our artists featured on live radio programs.



Festival Programs

More than 40,000 are inserted as a centre spread in the Downtown Mirror, another 10,000 at the door.



Sponsor's banners are prominently displayed across our stage.

SPONSOR LEVELS

Winterfolk offers excellent opportunities to promote your business and increase brand awareness to our market. Expose your brand to a dedicated audience of 10,000 attendees Reach thousands more through festival marketing, publicity, program advertising, posters and more

Title Sponsor \$15,000

- Named sponsor of the festival
- Prominent corporate presence in press releases, media ads and promotions
- Full page colour ad in festival program
- Signage and recognition at Winterfolk events
- Logo and link on Winterfolk home page
- 8 VIP passes **

Event Sponsor \$5,000

- Named sponsor of one Winterfolk special event
- Corporate presence in Winterfolk media ads & promotions
- Quarter page colour ad in festival program
- Signage at all Winterfolk events
- Logo and link on Winterfolk website
- 6 VIP passes **

SPONSOR LEVELS

Supporting \$2,500

- Corporate presence in Winterfolk promotions
- Eighth page colour ad in festival program
- Signage at Winterfolk events
- Logo and link on Winterfolk website
- 4 VIP passes **

Champion \$1,500

- Corporate presence in Winterfolk promotions
- Logo in Winterfolk program
- Logo and link on Winterfolk
- 2 VIP passes **

Friend \$250

- Acknowledgement in festival program
- Logo and link on Winterfolk website
- 1 VIP pass **

** VIP passes include entry to all Winterfolk ticketed events, specifically the Listening Room and the Launch Party in Monarchs.

CONTACT & SPONSORS

Contact Information

Winterfolk was formed to entertain, educate, enlighten, engage and encourage our community about various folk music styles including roots, blues, folk and more.

Sponsorship and Program Advertising

Visit us at:
www.winterfolk.com

Dougal Bichan

sponsors@winterfolk.com
416.645.0295

Winterfolk is presented by
"A Better World", a registered
not-for-profit corporation.

Festival Director

Brian Gladstone

brian@winterfolk.com
416.347.1639

Ariana Gillis,
one of
Winterfolk's
discoveries.



Thanks to our Sponsors.



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