

Kootenay Festival of the Arts

2010

March 20-27 – Dance

April 6-10 – Music/Vocal arts

sponsored by

***Nelson Music Festival
Association***

Box 2, Nelson B.C. V1L 5R2

www.kootenayfestivalofthearts.ca

Sponsorship and Advertising Plan

The Nelson Music Festival is one of the longest running events in Nelson's history. To continue its commitment to excellence, this Festival relies upon the generosity of the people and businesses of Nelson and area. Our ***Sponsorship and Advertising Plan*** offers six different ways in which you may support our Festival:

1. Award Donor
2. Friend of the Festival Advertising
3. Sponsorship of a Festival Session
4. Sponsorship of an Adjudicator
5. Festival Program Advertising
6. Anonymous Donor

1. Award Donor

Each year, the Festival recognizes the efforts and achievements of the young performers through a scholarship and bursary program. In past Festivals, the generosity of Nelson's private donors has allowed over \$2,000.00 to be awarded to deserving students. Your contribution as an Award Donor will allow your name to stand as an advocate of excellence in the performing arts. You can specify which venue you would like to support.

Award Donor Rates:

- a. \$50.00
- b. \$100.00
- c. \$200.00 (may be used as four, \$50.00 awards)

Award Donors Receive:

- Recognition as an Award Donor in the Festival Program
- Recognition in the Nelson Daily News, Express, and on our website:
www.kootenayfestivalofthearts.ca
- A receipt for taxation purposes
- A letter of appreciation from the recipient

2. Friend of the Festival Advertising

Many local businesses use regular advertisements as part of their ongoing marketing plan. For those businesses that use the media on a regular basis, we would like to suggest that notes about the Festival be included in your regular ads. The notes could be ones such as: "*Business X welcomes participants to the Nelson Music Festival, March 20 to April 10*" or "*Business X, proud supporter of the Nelson Music Festival*" or "*Honours concert April 10*" or "*Your Festival Sponsor. . .*"

Friends of the Festival Advertisers Receive:

- Recognition in the Nelson Daily News, Express, and on our website:
www.kootenayfestivalofthearts.ca
- A receipt for taxation purposes (based upon value of advertisement)

3. Sponsorship of a Festival Session

The Festival consists of 45, two-hour sessions spread out over the 14-day Festival. Sessions are held at the Capitol Theatre and local churches.

Session Sponsor Rates:

Single Session: \$150.00

Session Sponsors receive:

- Recognition as a Session Sponsor in the Festival Program
- Recognition in the Nelson Daily News, Express, and on our website:
www.kootenayfestivalofthearts.ca
- A receipt for taxation purposes

4. Sponsorship of an Adjudicator

Each of the disciplines at the Festival features a recognized, respected adjudicator. The adjudicators are usually from the lower mainland, Alberta, or the Okanagan. The Festival Society is responsible for travel, accommodation, and an honorarium. The Society welcomes your sponsorship of the adjudicators.

Adjudicator Sponsor Rate:

\$500.00

Adjudicator Sponsors Receive:

- Recognition as an Adjudicator Sponsor in a prominent display in the Festival Program
- Recognition in the Nelson Daily News, Express, and on our website:
www.kootenayfestivalofthearts.ca

5. Festival Program Advertising:

The **Festival Program** is sold to recover costs. Performers, parents, friends, and audience members usually buy one copy of the program and use it for the duration of the festival, 14 days. The program is usually kept as a souvenir and a reference for festival classes and competitors. Over 1,500 people will read the Festival Program.

Festival Program Advertisers Receive:

- A complimentary advertisement at the Honours Concerts
- Recognition in the Nelson Daily News, Express, and on our website:
www.kootenayfestivalofthearts.ca

Festival Program Advertisement

Rates:

- a. Business Card Ad: \$30.00
- b. Half-Page Ad: \$75.00
- c. Full-Page Ad: \$150.00

6. Anonymous Donor:

We thank you in advance for your support and will mail you a receipt for taxation purposes.

Questions?

Call Bruce Hunter: 250-352-7843

mailto:br_hunter@shaw.ca

Thank you for considering our fundraising options.

Please complete this portion.
Indicate which option you have chosen and return with your donation.
We will mail you a receipt.

Name: _____

Address: _____

(Business): _____

Phone or email: _____

1. ___ Award Donor. Venue _____
2. ___ Friend of the Festival Advertising
3. ___ Sponsorship of a Festival Session
4. ___ Sponsorship of an Adjudicator
5. ___ Festival Program Advertisement
(Please include business card or desired information for the half-page or full-page ad)
6. ___ Anonymous Donor

Please make your cheque payable to:

Nelson Musical Festival Association
Box 2, Nelson B.C. V1L 5R2