

# *Kootenay Festival of the Arts Sponsorship and Advertising Plan 2012*

[kootenayfestivalofthearts.ca](http://kootenayfestivalofthearts.ca)

**March 27-31 Dances**

**April 10-14 Music/Vocal arts**

Sponsored by

*Nelson Music Festival  
Association*

*Box 2, Nelson B.C. V1L 5R2*

The Kootenay Festival of the Arts  
is one of the longest running events in  
Nelson's history.

To continue its commitment to excellence,  
the Festival relies upon the generosity of  
the people and businesses of Nelson.

**Our Festival Sponsorship and Advertising  
Plan offers six different ways in which  
you may support our Festival.**

## **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 Award 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.

### **Award Donor Rates:**

- a. \$50
- b. \$100
- c. \$200 (may be used as four, \$50 awards)

### **Award Donors Receive:**

- Recognition as the Award Donor in the Festival Program
- Recognition in the local media, and on our website
- A letter of appreciation from the recipient
- A receipt for taxation purposes for donations of \$100 or more.

## **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 the regular ads. The notes could be ones such as: "*Business X welcomes participants to the Kootenay Festival of the Arts, March 27 to April 14*" or "*Business X, proud supporter of the Kootenay Festival of the Arts Honours concerts March 31<sup>st</sup> and April 14<sup>th</sup>*".

If you include your support of the Kootenay Festival of the Arts in your regular advertising you will receive recognition in the local media, and on our website as a Friend of the Festival.

Please return the last page of this brochure and a cheque for \$25 to let us know that you intend to mention us in your regular advertising.

## **3. Session Sponsor**

The Festival consists of 24, two-hour sessions spread out over the 8-day Festival. Sessions are held at the Capitol Theatre and local churches.

### **Session Sponsor Rates:**

Single Session: \$150

### **Session Sponsors receive:**

- Recognition as a sponsor in the

- Festival Program
- Recognition in the local media and on our website
  - A receipt for taxation purposes for donations of \$100 or more
  - Anonymity, if desired

#### 4. Adjudicator Sponsor

Each of the disciplines at the Festival features a recognized, respected adjudicator. The Festival Society is responsible for travel, accommodation, and an honorarium. The Society is looking for sponsorship of the adjudicators.

**Adjudicator Sponsor Rate:** \$500

#### Adjudicator Sponsors Receive:

- Recognition as a sponsor in a prominent display in the Festival Program
- Recognition in the local media and on our website
- A receipt for taxation purposes for donations of \$100 or more
- Anonymity, if desired

#### 5. Program Advertisement:

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 8-day festival. The program is usually kept as

a souvenir and a reference for festival classes and competitors. Over 1,500 people will read festival Programs. Purchasers of a program advertisement will be recognized in the Honours Concerts Programs, in the local press, and on our website

#### Festival Program Advertisement Rates:

- Business Card Ad: \$30
- Half-Page Ad: \$75
- Full-Page Ad: \$150

#### 6. Donation:

We value outright donations, too, because we can allocate that money to any part of the festival budget as required. A receipt for taxation purposes will be issued for donations of \$100 or more.

Some donors wish to be anonymous. Please indicate your preference on the remittance form.



[kootenayfestivalofthearts.ca](http://kootenayfestivalofthearts.ca)

Name/business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone \_\_\_\_\_

- Award Donor:** Dance \_\_\_\_\_  
Piano \_\_\_\_\_ Speech/Drama \_\_\_\_\_  
Strings \_\_\_\_\_ Any \_\_\_\_\_
- Friend of the Festival Advertising**
- Session Sponsor**
- Adjudicator Sponsor**
- Program Advertisement**  
Please include business card or desired information for the half-page/full-page ad
- Donation:** acknowledged  
 anonymous

If you choose to participate, please return this portion with your cheque made out to:  
Nelson Music Festival Association  
Box 2,  
Nelson B.C. V1L 5R2  
CCRA- BN # 877501726RR0001

