

# ALL FOLK'd UP

Music Festival  
M o n t m a r t r e , S a s k a t c h e w a n

Box 146 Montmartre, SK S0G 3M0

Good day,

I trust this message finds you well and enjoying a great week so far. I'm reaching out to you on behalf of the All Folk'd Up Music Festival Board, asking for your support of our upcoming three-day, family-friendly event set in the Kemoca Regional Park in Montmartre, Sk.

Our festival has evolved into a regional highlight, drawing music enthusiasts from diverse communities. With a rich lineup of local and national musicians spanning folk, country, rock, and jazz genres, we take pride in crafting an immersive experience for attendees. This year, we're thrilled to showcase artists like The Steadies, Eliza Mary Doyle, LJ Tyson, Travis Dolter, and Dead Levee, gracing the stage from June 21st to 23rd, 2024.

Putting together such a large-scale event requires significant effort, and we are seeking support from community-minded businesses such as yours to ensure its success. We kindly request financial or in-kind contributions to cover vital expenses, including venue rental, sound equipment, artist fees, and promotional efforts. Please reply by email by April 1st, 2024, to ensure your inclusion in our pre-event sponsorship recognition scheduled for June 1st, 2024. For the fastest results, please email any relevant documents such as the sponsorship package attached to the Festival Coordinator email below.

Your sponsorship would play a pivotal role in elevating the festival's overall quality, allowing us to showcase some of Saskatchewan's most talented musicians and artisans while fostering community spirit. As a token of our appreciation, we're pleased to offer various benefits, such as prominent placement of your logo on marketing materials, social media shoutouts, and complimentary festival tickets. Detailed sponsorship levels can be found on the second page enclosed with this package.

We believe that your business resonates with our vision of building a vibrant and connected community, and we sincerely hope you'll consider supporting our efforts. Whether a large or small donation, every contribution will be highly valued and utilized effectively.

Should you wish to discuss sponsorship opportunities further, please feel free to contact us at your earliest convenience. We're eager to collaborate with you and make this year of All Folk'd Up the most memorable event yet!

On behalf of the Board of All Folk'd Up, thank you for your thoughtful consideration.

Best regards,



Festival Coordinator and Artistic Director for the All Folk'd Up Music Festival  
information.afu@gmail.com



ALL  
FOLK'd UP  
Music Festival  
Montmartre, Saskatchewan

**2024  
SPONSORSHIP  
PACKAGE**

JUNE

21ST-23RD, 2024

KEMOCA REGIONAL PARK



# ALL FOLK'd UP

Music Festival  
M o n t m a r t r e , S a s k a t c h e w a n

## **WHO ARE WE?**

In 2007, the idea for the All Folk'd Up Music Festival took root when the Fournier and Deringer sisters, originally from Montmartre but living across three western provinces, were inspired during a road trip to The Winnipeg Folk Festival.

Inspired by the music, camaraderie, and culture, Marie Anne, with recent inspiration from Montmartre, envisioned bringing a similar festival to Kemoca Regional Park. In 2010, the dream materialized with the 1st Annual All Folk'd Up in Montmartre Folk Festival, starting with a small crowd of 350.

Now in its 14th year, and over 200 performers later, the festival has grown to feature over 20 performances each festival weekend, with an array of the best local and national acts. The committee aims to sell over 600 tickets this season, striving to showcase the wonders of rural Saskatchewan and its impressive talent pool. Overall, the festival reflects a journey from a seedling idea to a thriving event, celebrating the joys of life.

## **OUR VALUES**

Our values at the All Folk'd Up Music Festival center around providing an inclusive stage for artists of all genres, supporting individuals at every career stage, and offering diverse experiences. From the School of Music program for emerging talents to hosting Canadian stars and local legends, our festival strives to cater to a broad audience.

Being a welcoming family-friendly event is a defining characteristic of All Folk'd Up, evident in features like the free Children's Pavilion and wheelchair accessibility. Our rural roots, spirit, and values play a crucial role in the festival's development.

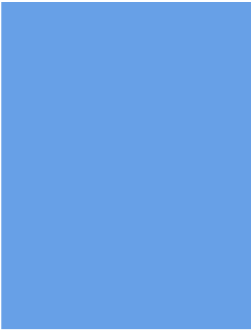
The festival serves as a platform for communities and companies that recognize the value in rural Saskatchewan, aiming to highlight its endless potential. Celebrating diverse music, communities, families, and friends has been a foundational aspect of our festival, and we take pride in standing behind these principles.

## **AFU AT A GLANCE**

- AFU attracts over 600 attendees during the festival weekend.
- Participants and families converge from across Saskatchewan and western Canada.
- In 2023, the AFU stage hosted 22 bands, duos, or solo acts.
- A significant majority, 77%, of the acts featured were from Saskatchewan.
- The remaining 23% represented artists from various regions across Canada.
- Last year, the festival had the support of 35 sponsors, crucial to making AFU happen.

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Music Festival  
Montmartre, Saskatchewan




## WHY SPONSOR?

The success of the All Folk'd Up Music Festival hinges on the invaluable backing of sponsors like you. We extend our gratitude to companies, organizations, and individuals alike, considering each sponsor a cherished member of our "All Folk'd Up Family." Sponsorship goes beyond financial support—it is the lifeblood of our event, influencing everything from the services we provide to the diversity of our musical lineup. Your sponsorship is not just a contribution; it's a crucial partnership that ensures the festival's vibrancy and memorable experiences for our community. Simply put, we couldn't make it happen without your support!

## SPONSORSHIP IS PARTNERSHIP

Your support, in any form, is immensely valued at All Folk'd Up, and we're open to collaborating creatively with companies, organizations, and individuals to cultivate a successful sponsorship relationship. Our versatile Sponsorship Packages offer a range of benefits; main stage signage, speaking opportunities, program advertisement, onsite banners, complimentary weekend passes, multiple sponsorship recognition opportunities, personalized sponsorship plans, and more!

Joining hands with us not only strengthens our partnership but also brings numerous advantages to your brand, ensuring a mutually beneficial and impactful collaboration. Let's create something extraordinary together!

Introduce Headliner	✓				
Complimentary Headliner Tickets	✓				
Main Stage Signage	✓				
Speaking Opportunity	✓				
Advertisement In Program	1/2 PAGE	1/4 PAGE			
Proud Sponsor Use of Logo	✓	✓			
Banner Onsite	✓	✓			
Logo in Media Print	✓	✓			
Personalized Promo Plan	✓	✓	✓		
Reduced Ticket Pricing Options	✓	✓	✓		
Complimentary Weekend Passes	6	4	2		
Main Stage Recognition	✓	✓	✓	✓	
Website Listing	✓	✓	✓	✓	✓
Social Media Exposure	✓	✓	✓	✓	✓
Festival Program Recognition	✓	✓	✓	✓	✓
Onsite Advertising	✓	✓	✓	✓	✓
	Platinum Sponsorship \$10,000 +	Gold Sponsorship \$5000+	Silver Sponsorship \$2500+	Bronze Sponsorship \$800+	Festival Friend \$200+



*Partnering with AFU was a strategic investment for my business, fostering growth by connecting with a diverse audience through a community-centered event.*



1. Please check which level of sponsorship your organization/company would like to provide. Please specify the exact amount.

<b>Sponsor Level</b>	<b>Platinum</b> <input type="checkbox"/> \$10000+ \$ _____	<b>Gold</b> <input type="checkbox"/> \$5000+ \$ _____	<b>Silver</b> <input type="checkbox"/> \$2500+ \$ _____	<b>Bronze</b> <input type="checkbox"/> \$800+ \$ _____	<b>Friend</b> <input type="checkbox"/> \$200+ \$ _____
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2. Please include names for free ticket (s) (where applicable for sponsorship level)

_____	_____
_____	_____
_____	_____

3. For recognition, please provide the following information:  
**Organization/Company Name (as you would like it to appear) and PROVIDE A LOGO if applicable.**

Contact Name: \_\_\_\_\_

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

City & Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

4. In-Kind Donation  
 Please provide a list of in-kind donations with value

_____	\$ _____
_____	\$ _____
_____	\$ _____

Total Value \$ \_\_\_\_\_

Cheques can be made payable to: All Folk'd Up Music Festival Inc. and can be mailed to Box 146  
 Montmartre, SK S0G 3M0 Etransfer: information.afu@gmail.com

**Thank you for your consideration and support! It is greatly appreciated.**