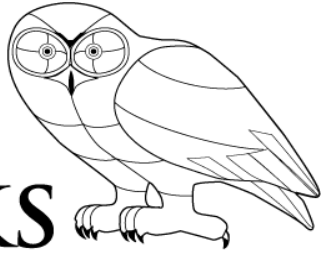


FOLK ON THE ROCKS

YELLOWKNIFE, NWT



SPONSORSHIP GUIDE 2011



July 14 - 17, 2011
YELLOWKNIFE • NORTHWEST TERRITORIES • CANADA



“ Thank you Yellowknife!! We had a thrilling and wonderful time in Yellowknife this weekend, and want to thank the staff and vounteers of Folk On The Rocks for making it all possible!!”

- T. Nile, Vancouver, BC

WHERE THE ROAD ENDS, THE MUSIC BEGINS...

Since 1980, Folk on the Rocks, a non-profit society, has organized professional development and performance opportunities for northern artists. Our support for the north/south artist collaboration encourages performers in the creation of a uniquely Canadian sound which brings thousands of people together at the Folk on the Rocks Music Festival in Yellowknife each year.

The Festival takes place annually on the third weekend of July and has a national reputation as one of the ‘must do’ events on the Canadian music festival circuit. In 2010, we were voted one of the Top Ten Canadian Festivals on CBC Searchlight.

Folk on the Rocks programs a mix of Canadian talent, approximately 50% northern (NWT, Yukon and Nunavut) and 50% southern. Artists experience cross cultural opportunities through collaborative workshops where performers share their unique styles and skills. The presentation of world music on our stages provides audiences an opportunity to diversify their listening habits and expand their cultural awareness.

The Festival maintains long term partnerships with the territorial and federal governments in regard to arts and cultural initiatives. We also nurture annual partnerships with over 200 local and regional businesses and organizations. Without this support, it would not be possible to do what we do.

The music is...

Culturally diverse:

Aboriginal artists are a predominant and unique feature of Folk on the Rocks. The performers celebrate and share their

creativity and knowledge offering audiences an opportunity to enhance their experiences and appreciation of northern cultures.

A Collaboration:

The Collaboration is a workshop open to about a dozen festival performers. Since 2003, the Collaboration has offered the artists a chance to get to know each other prior to the festival, learn about each other's music and create a new musical work that they will perform on Festival Weekend. The response from artists, audiences and the media has been so strong and positive that these collaborations are now an annual and well-loved tradition.

A Place of Discovery:

Many northern performers had their start playing Folk on the Rocks and have gone on to find musical success. Some of these nationally and internationally acclaimed, award-winning artists include Jesse James Gon (Digawolf), Tanya Tagaq Gillis, Leela Gilday, Susan Aglugark, Aaron “Godson” Hernandez and Pat Braden.

Rock the Folks

Youth Battle of the Bands

This youth concert marks the beginning of the festivities. Held Thursday evening prior to Festival Weekend, this event draws significant youth interest and attendance. Rock the Folks offers young northern talent a chance to compete for a spot on our stages where they connect and learn from professional musicians, while honing their performance skills. The winner also receives a \$1,000 cheque toward the local production and recording of a demo CD.

“ If we get a chance to come back to Yellowknife, there is no question we would come back up here! The city exceeded our expectations.”

- James Hall, Sam Roberts Band, Montreal, QC

THIS COMMUNITY ROCKS

Each year, the Folk on the Rocks Music Festival comes to life through the efforts of over 300 volunteers who coordinate 16 different festival areas. We have a year round volunteer Board of Directors supported by one full-time Executive Director, a part-time Artistic Director and a seasonal Festival Coordinator.

What this means for our community.....

Investment

Our 2009 strategic and business plans continue to guide our growth. This year, in addition to our high-caliber musical programming that includes The Spring Dance, Summer Solstice, Rock the Folks, Warm the Rocks and the Festival Weekend, we will be hosting a Business of Music Workshop for emerging and established performers and Blues in the Schools.

An investment in Folk on the Rocks supports local arts and crafts people as well. 'Art on the Rocks' (as part of the Festival) provides a venue to showcase and sell visual arts and handmade crafts. Entrepreneurs and artists are encouraged to come out and exhibit and sell their work in a low risk environment.

Economic Spin Offs

In 2010, Folk on the Rocks expenditures in the NWT were approximately \$590,000. The Festival pays salaries and fees amounting to over \$140,000 annually; 75% of this income is re-spent in the NWT, purchasing goods and services from local businesses.

In 2010, the festival helped generate over \$45,000 in revenues for Yellowknife vendors and artisans.

Over and above annual festival expenditures, Folk on the Rocks invested over \$145,000 in 2009 in local goods and services towards improving the long-term infrastructure at the Long Lake Festival site.

Diversification

As a cultural product, Folk on the Rocks is an important part of our economic and social community. We support and promote the north in the face of a rapidly diversifying economy. Arts and culture are an important part of the economic infrastructure and quality of life across Canada.

Tourism

Folk on the Rocks offers a unique cultural event that promotes and enhances tourism. According to the Northern Frontiers Visitors Association, tourism numbers are the highest in the month of July, when the Festival occurs.

A survey done by CBC North during the 2008 festival indicated approximately 23% of visitors came from southern Canada. The revenue generated for local hotels, restaurants, shops and other businesses is substantial. Folk on the Rocks markets to southern cities, promoting Yellowknife and the Festival as a unique destination. Performer testimonials in our marketing campaigns draw visitors and performers to the Festival and to Yellowknife.

"We would like to give a heartfelt thank you to everyone for making our time at Folk on the Rocks so amazing!"

- Dragon Fli Empire, Calgary, AB



" We totally enjoyed every moment exchanging cultures and beats with the all the other groups selected for the collaboration. Kaiva definitely puts Folk on the Rocks as our favorite festival experiences ever!"

- Kaiva, Iqaluit, NU





2010 FESTIVAL PARTNERS

ENCORE:

(\$20,000+)

Canadian North
CBC North

STANDING OVATION:

(\$10,000+)

Northwestel
SSI Micro Ltd.

FOOT STOMP:

(\$5,000+)

CJCD Mix 100

The Explorer Hotel
Kellett Communications
L'Association Franco
-Culturelle de Yellowknife
Mackay LLP
Matco Transportation
Systems
Northern News Services
PSAC North
Signs and Designs
SOCAN
The Yellowknife Inn
Coast Fraser Towers

APPLAUSE:

(\$1,000+)

adFrame
Bartle and Gibson
Big Rock Breweries
Danmax Communication Ltd.
De Beers Canada
DIAVIK Diamond Mining Inc.
Marlin Travel
North Slave Correctional
Centre
Northland Utilities
Northwest Transport Ltd.
Nova Court Hotel
Pido Productions
Polar Tech
Quality Furniture
Sam's Monkey Tree /
Diamante Restaurant
Securecheck
Super 8 Motel
Clark Builders
Centre Square Mall
Spark
Unico

WHISTLE:

(\$500+)

Avery, Cooper & Co.
Yellowknife Co-op
Arctic Spirit
Bromley and Sons Ltd.
Bullock's Bistro
Fire Prevention Services
Home Building Centre
Northern Arts & Cultural
Centre
The Racquet Club

PAT ON THE BACK:

(\$250+)

Ecology North
Bartle & Gibson
Boston Pizza
Kavanagh Bros. Ltd.
Kentucky Fried Chicken
Museum Cafe
Prince of Wales Northern
Heritage Centre
Sushi Noth
Territorial Beverages
Raven Pub
Le Frolic

THUMBS UP:

(\$150+)

Black Knight Pub
Bruno's Pizza
Coyote's Bar and Grill
Domino's Pizza
M&M Meats
Northbest Distributors Ltd.
Northern Fancy Meats
Overlander Sports
Pioneer Supply House
Quizno's
Subway
Superior Propane
Sutherland's Drugs
Weaver and Devore
Yummy Cafe

GOVERNMENT FUNDERS:

Canadian Heritage
Canada Council for the Arts
GNWT - Education, Culture
and Employment
Government of Nunavut
City of Yellowknife


2011 FESTIVAL SPONSORSHIP

Sponsorship with Folk on the Rocks will provide you with great marketing exposure for your business or organization, including posters, program advertising, web and social media links, stage and site recognition.

	WHISTLE \$500+	APPLAUSE \$1,000+	FOOT STOMP \$2,500+	STANDING OVATION \$5,000+	ENCORE \$10,000+
Certificate of Appreciation	X	X	X	X	X
Recognition in Festival Program	X	X	X	X	X
1/4 page ad in the Festival Program			X		
1/2 page ad in the Festival Program				X	
Full page ad in the Festival Program					X
Logo on Festival Poster				X	X
Logo on Festival Tickets					X
Hot links and logo on the FOTR website	X	X	X	X	X
Website banner ad			X	X	X
Media recognition				X	X
Social media links, page favourites and tweets				X	X
Banner/signage at site			X	X	X
Emcee recognition at Festival			X	X	X
Main stage emcee recognition				X	X
Main stage signage				X	X
Opportunity to present on-stage				X	
Opportunity to present on main stage					X
Infrastructure name (above \$20,000)					X
Weekend passes		2	4	8	negotiable

Donation Program: If you wish, we will donate all or some of your sponsor tickets to a local, non-profit organization in your name.

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YELLOWKNIFE, NWT



CONTACT INFORMATION

Penny Ruvinsky, Executive Director
PO Box 326
Yellowknife NT X1A 2N3
exec_director@folkontherocks.com

T: (867) 920-7806
F: (867) 873-6535
www.folkontherocks.com

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** Photographs by Michael Gannon