

Regina Folk Festival

Organizational Impact

OUR COMMUNITY IS THE BEST:

The RFF community is an engaged, friendly, loving group.

Facebook - 11K followers

Instagram - 6.4K followers

Twitter - 8.2K followers

Newsletter - 5K subscribers

Patrons at live events - as many as 35K attend RFF events over the year (up to 4K per evening festival show, up to 12K per day in our free daytime programming area, and between 100 and 500 at each of our year-round concerts); 97% of these folks are from here in SK, while about 60% of our festival audience are from Regina



OUR CLOSEST FRIENDS ARE THE HEART OF RFF:

Many dedicated people come together to build these events.

Volunteers - 500+, many of whom return year after year

Sponsors - 100+ funders, suppliers, and cash sponsors

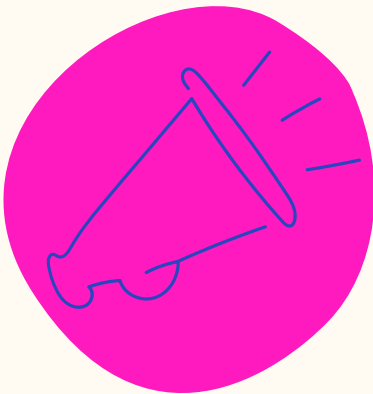
Artistic Acts - On average, 70-90 acts per year (Festival, Concert Series, and Winterruption)



WHAT PEOPLE HAVE RECENTLY TOLD US:

"I absolutely love the community feel. It is easily one of Regina's best events of the year, having so many wonderful people involved. I hope RFF stays such a tight-knit community."

"I love that you're taking the time to rethink everything. It's time for a breath of fresh air. I think the RFF's greatest strength as an organization is its deep commitment to inclusivity and creating a safe and accessible space for all. Keep up the great work. We ♥ you!"



"I found the [2022] festival very healing. So much abundance after a few years of deprivation! The festival was amazing with the positive vibes coming from the volunteers, the artists, just everyone. The artists raved about how well they were being looked after. The festival exuded so much love and giving. It helped me have a more hopeful and optimistic attitude that is hard to find in today's world."

*anonymous responses from recent patron surveys



Organizational Profile

Regina Folk Festival Inc. (RFF) is a non-profit that throws some wonderful events throughout the year. First and foremost, there is the Festival itself! Held annually in Victoria Park on the weekend following the long weekend in August, the Festival is a much anticipated and immense celebration of music and community.

Aside from this much-loved star of the organization, the RFF also runs the Regina Folk Festival Concert Series from September to June each year. With well-known acts alongside ones you may not know yet, rest assured the curation of this series is sublime.

Running concurrently with the Concert Series is the Outreach Program. Several times each year, the RFF will bring artists from the Concert Series into rural elementary schools to do workshops with students and small concerts. It's a lovely, interactive experience for those who often don't have very comprehensive arts programming!












In the coldest months of the year, the RFF also presents Winterruption, a four-day long winter festival to shake off the ice and bring some heat. Along with our founding partner, The Broadway Theatre, we expanded across the prairies partnering with Winterruption YEQ, Big Winter Classic in Calgary among others.

In all this, the RFF contributes culturally and economically to the city of Regina and the province of Saskatchewan. Giving great footing to this work is the belief that live performance:

- Is an important form of communication
- Joins us together
- Creates an individual and collective voice
- Is part of the cultural mosaic of Regina and Saskatchewan
- Is a forum for positive artistic, social and cultural development

How can you be involved?

In addition to our wonderfully engaged audience, dedicated volunteers, and incredible community partners, we seek to align with companies and organizations as sponsors who recognize that the Regina Folk Festival provides the feel-good event of the summer. Aligning with the Regina Folk Festival is a surefire way to get your brand associated with some seriously good vibes. The Festival offers an unmatched opportunity for forward-thinking corporations to present themselves amid a public outpouring of beauty and substance.

SPONSORSHIP TYPE	MAINSTAGE SPONSOR (2 spots to fill) \$30,000	SUNLIT STAGE SPONSOR (3 spots to fill) \$10,000+	NICHE SPONSOR (activations) \$5000+	FRIEND OF RFF SPONSOR \$1000+
MAXIMUM BRAND VISIBILITY				
INCLUSION ON RFF WEBSITE				
PHYSICAL SIGNAGE AT EVENT				
PRESENTING SPONSOR STATUS				
EVENT TICKETS				
UNIQUE BENEFITS	brand in front of our audience at their most attentive and happy	support our free daytime programming	physical space to implement your idea and interact with patrons	let's dream up something together!

Presenting Sponsor: Sponsor a stage, either the big attraction - Mainstage, or one of our 3 daytime stages. Music is why people attend a festival; get your brand in their line of sight while they are active, engaged, and happy. A presenting sponsorship comes with the entire host of recognition benefits, including logo and name recognition on RFF website, marketing materials, event listings, program guide, and event tickets.

Niche Sponsor: You have an idea and we have the space to host you along with a ready-made audience. Activations are an exciting way for our audience to interact with your story.

Accessibility Sponsor: Your contribution will be used to allow those that cannot afford tickets to attend as well as to make the event space more accessible to those with differing needs.

Friend of RFF: (Cash or In-Kind) We can build a unique sponsorship package that fulfills the needs and goals of your company. Let's dream up a cool new strategy!

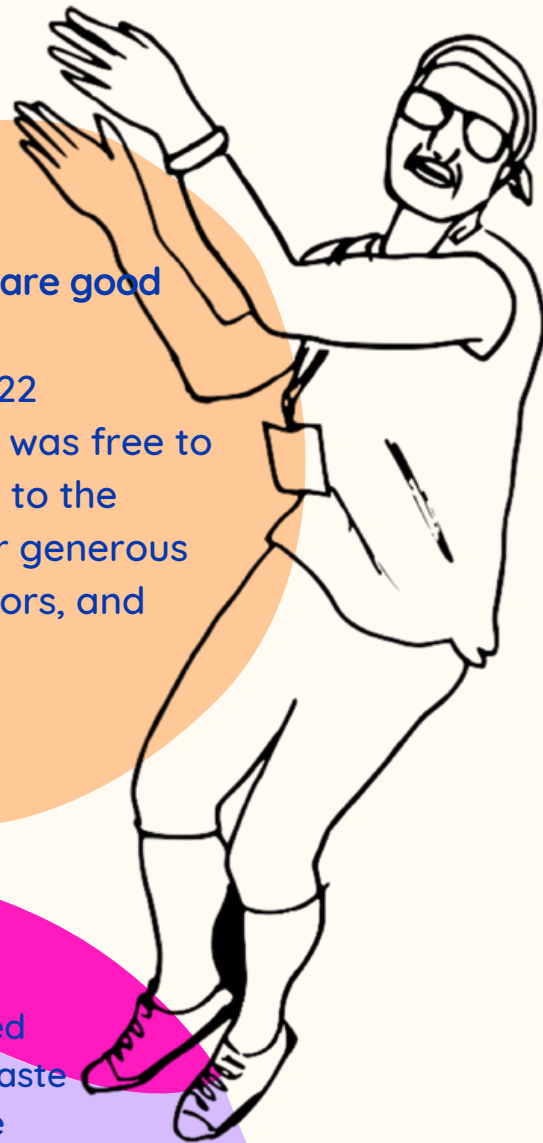
These are just some of the ways you can get involved with the Regina Folk Festival this summer. Reach out and share your ideas; we can create something together!

Fun Facts about RFF

At the 2022 festival, we had:
434 buttons made
57 wizard wands created
in the Children's Craft Tent
63 romping souls in our
Children's Area parades

We want to share good
music.

69% of our 2022
programming was free to
attend thanks to the
support of our generous
donors, sponsors, and
funders



We have been recognized
by the Saskatchewan Waste
Reduction Council as the
“Greenest Event in
Saskatchewan” after having
cut our waste by 50%
following the addition of our
composting program.



To get involved, contact: Amanda Minion
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