

Sponsorship Program



Deep Roots Sponsorship Program



DEEP ROOTS
MUSIC COOP



An opportunity for the business community to participate in a unique music experience in Nova Scotia's picturesque Annapolis Valley.

The Deep Roots Music Cooperative is pleased to invite the business community to participate in the presentation of its **Deep Roots Music Festival**.

The sponsorship program offers opportunities to gain prominent exposure before and during the Festival and to develop special promotions around the program.

A Commitment to Sponsors

The Deep Roots Music Festival is growing and changing. One thing that doesn't change is the Festival Committee's interest in working with each sponsor to help ensure a maximum return on sponsor investment. The tremendous success of the Festival is made possible through the support of the business community as well as many volunteers.

Since January, committees have been working on such important areas as Administration, Programming, Fundraising and Publicity. The Festival Committee looks forward to working closely with the Festival sponsors to guarantee the recognition they deserve in return for their continued support.

Deep Roots Music Festival



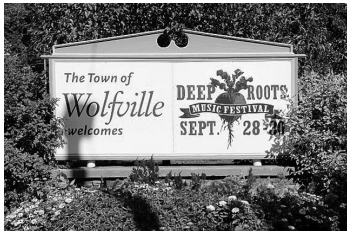
The Deep Roots Music Festival is an annual family-oriented festival, held in Wolfville in September, and is well supported by the Annapolis Valley community. The Festival has proven to be an excellent source of entertainment for Valley residents and visitors of all ages.



As we celebrate the final weekend of summer, the Festival, its organizers and volunteers provide visibility for the Valley community at the regional, provincial, national, and international levels.



This multi-venue event is an entertaining and educational one with a focus on the cultural and musical heritage of the Valley. Festival organizers are dedicated to making it one of the most prestigious events in the Maritimes.



The Festival has drawn a discriminating audience and garnered praise for its unique vision and innovative programming. It has received excellent publicity, and has been recognized by performers and audience members as being well-organized, fully mature and financially viable. The Festival Committee plans to carefully build on its success by increasing the scope of Festival activities, while listening to suggestions from audience, performers and sponsors.



Deep Roots Music Cooperative



Mission Statement

The Deep Roots Music Cooperative is a non-profit organization in the Annapolis Valley dedicated to celebrating our musical and cultural heritage. The mandate of the organization is to develop year-round musical programs culminating in an annual festival and to encourage meaningful connections between cultures, community groups, artists and audiences.



DEEP ROOTS
MUSIC COOP

Festival Features

The Deep Roots Music Festival is a three-day event which brings people of all ages together to celebrate our home and our heritage through music, dance, and stories. In addition to presenting nationally and internationally recognized performing artists, the Festival features our regional talent. Spectacular Mainstage shows, intimate concerts, seminars, participatory workshops, late night parties, and a rhythm parade—there is something for everyone at Deep Roots.

Location

Most of the Festival events are situated in and around Wolfville in the beautiful Annapolis Valley of Nova Scotia. The Valley is a tourist attraction in itself, especially in the fall, with its breathtaking colours, and bountiful orchards and fields. Year-round, the Valley boasts spectacular scenery that includes the rolling hills overlooking the coastline, the Acadian dykelands, and the world-famous tides of the Bay of Fundy. Festival venues are located in and around the Town and on the beautiful and historic campus of Acadia University.

Sponsors, Community Partners and Funding Agencies

We are proud to be associated with the following sponsors of the Deep Roots Music Festival in its early years.

ACA Cooperative	Government of Canada – HRSDC	Paddy's Pub and
Amaranth Associates	Grand Pré Wines	Rosie's Restaurant
Apple Valley Builders	Hennigar's Farm Market	Party Central/Ink Spot Printing and Embroidery
AVR/Magic 94.9	Herbin Jewellers	Propeller Brewing Company
Bargain Harley's	Holmestead Cheese	RBC Royal Bank
Berwick Physiotherapy Clinic	Invisible Fence	Semaphor Design
Bob Mullen	Joe's Food Emporium	SOCAN Foundation
Borealis Records	Just Us! Coffee Roasters	Sodexo
Box Of Delights	Keddy's Produce	Stirling's Fruit Farms
Braemar Pest Control	Kings Community Economic Development Agency	SuperPages
British Cycle Supply	Kings County Honda	Susan Markham-Starr
Le Caveau at Domaine de Grand Pré	La Fédération acadienne de la Nouvelle-Écosse (FANE)	Tangled Garden
Centennial Pharmacy	Light and Shadow	The Chronicle Herald
Cochrane's Pharmacy	Lunenburg Folk Harbour Festival	The Odd Book
Cooperators Insurance	MacDonald Chisholm Trask	Town's End Strings & Things
Country Stoves and Sunrooms	MacKay Real Estate	Union Street Café
Creative Management Solutions	McConnell's Tool and Sod	Valley Credit Union
DLC Electrical	Meadowbrook Farm	Valley Mushroom
Diversity and Equity Committee, School of Social Work, Dalhousie University	Moe's Place Music Sales	Valley Stationers Ltd.
Founders Insurance	Muddy's Convenience Store	Versability Music
Eastern Meats	Municipality of Kings County	Victoria's Inn
EOS Fine Foods	New Minas Atlantic Superstore	Wolfville Business Development Corporation
Fair Trade Community Café	New Minas Sobey's	Wolfville Save Easy
Flowercart	Noggin's Corner Farm Market	
Fritz's Just for You	Nova Scotia Department of Tourism, Culture & Heritage	
Garden House B&B	NSLC	
Gaspereau Press	O.H. Armstrong	
Gaspereau Valley Fibres Farm Wool Shop	Old Orchard Inn	
	Oulton's Meats	

...plus many more donors, representing a diverse support network.

You can join these sponsors to build community relations and generate publicity by participation in the next Deep Roots Music Festival.



Sponsorship Benefits



A variety of promotional opportunities offered by the Deep Roots Music Festival sponsorship program provide distinct advantages and opportunities for the sponsor to generate sales and awareness.

Festival Signage

Sponsors' names and logos may be located throughout the Festival to ensure high visibility to thousands of Festival visitors.

Artist Sponsorship

Sponsors' names can be linked with a particular artist. The artist's sponsor is acknowledged on the Deep Roots website, in the souvenir program and by emcees when the artist performs.



Logo Advertising

Sponsor logos may be printed on shelf cards, t-shirts, posters, tickets, newspaper advertisements, souvenir programs, and on the Festival website.



Promotional Rights

Sponsors may acquire the rights to distribute identified promotional items and products, as authorized by the Festival Committee, in favourable event locations.



Emcee Recognition

Sponsors may be recognized by the event emcee via stage announcements.

Event Passes

Sponsors may receive weekend passes or tickets to Festival events. These passes may be used by sponsors, their employees, customers or friends, or for promotional purposes.



Comparison of Sponsorship Level Benefits

Sponsorship Level	Partner	Patron	Builder	Contributor	Friend
Stage Sponsor Signage	♥				
Logo on Festival Ads	♥	♥			
Logo on Festival Poster	♥	♥			
Logo on Festival Shelf Cards	♥	♥			
<i>Negotiable</i> Show Sponsor + Logo on tickets	♥	♥	♥		
Logo on Deep Roots Website	♥	♥	♥		
<i>Negotiable</i> Parade Participant (No vehicles)	♥	♥	♥		
On-site Promo	♥	♥	♥		
Program Booklet Ad Size	Full page	Full page	Full page	1/2 page	1/4 page
Emcee Recognition	♥	♥	♥	♥	
Artist Sponsorship		Headliner	Visiting Artist	Local Artist	
Artist sponsor <i>Website, program booklet, and emcee acknowledgements</i>		♥	♥	♥	
Program Acknowledgement	♥	♥	♥	♥	♥
Website Acknowledgement				♥	♥
Certificate of Appreciation	♥	♥	♥	♥	
Festival Passes	4	2			
Mainstage Tickets			4	2	
Afternoon Tickets					2
VIP Seating	♥	♥	♥	♥	♥
Special Event Access	4	2	2	2	
Sponsorship	\$5,000+	\$2,500+	\$1,000+	\$500+	\$250+

Sponsorship Contribution Levels

Festival Partner

Contribution of \$5,000+

(Long-term agreements available)

At this level of sponsorship, sponsors can be given exclusivity within their respective industry.

Benefits:

- Stage Sponsor signage placement
(Signage cost is the responsibility of the sponsor)
- On-site promotion
- Recognition by Emcee
- Full page advertisement in Deep Roots Music Festival Souvenir Program Book
(First choice of page location)
- Logo on Deep Roots Music Festival website with link to sponsor website
- Logo on all newspaper advertisements
- Logo on Deep Roots Music Festival poster
- Logo on Deep Roots Music Festival shelf cards
- Other benefits as negotiated (see agreement/confirmation of sponsorship)
- Certificate of Appreciation
- 4 Festival Passes to Deep Roots Music Festival events,
- VIP seating at Mainstage shows
- 4 Sponsor Badges for access to Festival Club, After Hours party and Festival meal hall

Sponsor's digital logo artwork (300 dpi) to be provided by Festival Partner to Deep Roots Publicity Committee in time to meet printing and distribution deadlines.



Sponsorship Contribution Levels

Festival Patron

Contribution of \$2,500+

(Long-term agreements available)

Benefits:

- Opportunity to sponsor an international or headlining artist (limited number available on a first-come, first-served basis)
- On-site promotion
- Recognition by Emcee
- Full page advertisement in Deep Roots Music Festival Souvenir Program Book
- Logo on Deep Roots Music Festival website with link to sponsor website
- Logo on all newspaper advertisements
- Logo on Deep Roots Music Festival poster
- Logo on Deep Roots Music Festival shelf cards
- Other benefits as negotiated (see agreement/confirmation of sponsorship)
- Certificate of Appreciation
- 2 Festival Passes to Deep Roots Music Festival events
- VIP seating at Mainstage shows
- 2 Sponsor Badges for access to Festival Club, After Hours party and Festival meal hall

Sponsor's digital logo artwork (300 dpi) to be provided by Festival Patron to Deep Roots Publicity Committee in time to meet printing and distribution deadlines.

Signage cost is the responsibility of the sponsor.



Sponsorship Contribution Levels

Festival Builder

Contribution of \$1,000+

(Long-term agreements available)

Benefits

- On-site promotion
- Opportunity to sponsor a visiting artist
(limited number available on a first-come, first-served basis)
- Recognition by Emcee
- Full page advertisement in Deep Roots Music Festival Souvenir Program Book
- Logo on Deep Roots Music Festival website with link to sponsor website
- Other benefits as negotiated (see agreement/confirmation of sponsorship)
- Certificate of Appreciation
- 2 VIP seats at both the Friday and Saturday Mainstage shows
- 2 Sponsor Badges for access to Festival Club, After Hours party and Festival meal hall

Sponsor's digital logo artwork (300 dpi) to be provided by Festival Builder to Deep Roots Publicity Committee in time to meet printing and distribution deadlines.

Signage cost is the responsibility of the sponsor.



Sponsorship Contribution Levels

Festival Contributor

Contribution of \$500+

Benefits:

- Opportunity to sponsor a local Valley artist
(limited number available on a first-come, first-served basis)
- Recognition by Emcee
- 1/2 page advertisement in Deep Roots Music Festival Souvenir Program Book
- Acknowledgment in Deep Roots Music Festival Souvenir Program Book
- Acknowledgment on Deep Roots Music Festival website
- Other benefits as negotiated (see agreement/confirmation of sponsorship)
- Certificate of Appreciation
- 2 VIP seats at Friday **or** Saturday Mainstage shows (please specify which you want)
- 2 Sponsor Badges for access to Festival Club, After Hours party and Festival meal hall



Sponsorship Contribution Levels

Friends of the Festival

Contribution of \$250+

Benefits:

- Acknowledgment in Deep Roots Music Festival Souvenir Program Book
- 1/4 page advertisement in Deep Roots Music Festival Souvenir Program Book
- Acknowledgment on Deep Roots Music Festival website
- 2 VIP seats at either Saturday or Sunday afternoon's show (please specify which you want)

