

Sponsorship Program



Deep Roots Sponsorship Program



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 Sponsorship 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



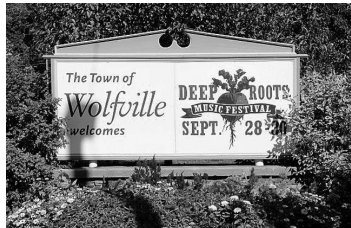
The Deep Roots Music Festival is an annual family-oriented festival, held during the last full weekend of September in Wolfville, NS, and is well supported by the Annapolis Valley community. The Festival started in 2004 and has proven to be an excellent source of entertainment for Valley residents and visitors of all ages.



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 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.



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 Main Stage 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 on and around the beautiful, historic campus of Acadia University and in local communities.

Sponsors, Community Partners and Funding Agencies

In recent years, we have been proud to be associated with the following sponsors of the Deep Roots Music Festival.

Acadia Performing Arts Series	Cumin Kitchen & Drink	Paddy's Pub & Rosie's Restaurant
Acadia Sports Therapy Clinic	Devour! The Food Film Fest	Muddy's Convenience Store
AG Custom Printed Apparel	EOS Natural Foods	The Noodle Guy
Al Whittle Theatre	Experience Grand-Pré	Old Orchard Inn & Spa
Annapolis Fine Cheese	FoodArtNature Project	The Real Scoop
Banks Bikes	Gates Insurance	Rewind 89.3
Barrelling Tide Distillery	The Grapevine	Saltbox Brewing Company
Basin & Bloom Cookery	Herbin Jewellers	Schoolhouse Brewery
Boston Pizza	Holland Home Leisure	Shoppers Drug Mart
Brand Pro Inc.	Home Hardware Building Centre	The Stella Rose B & B
Brokerlink Insurance	Jane's	Troy Restaurant & Grill
Bruce Dienes, Community Consultant	Just Us! Coffee Roasters Co-op	Valley Credit Union
Bruce Hyundai	Kimball Law	Wolfville Business Dev't Corp.
Charts Café	Long & McQuade	Wolfville Farmers' Market
Cochrane's Pharmasave	MacDonald Chisholm Trask	Wolfville Dentistry
The Church Brewing Co.	The Market	Wolfville Hearing

Government Funders



... 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, app, 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, souvenir programs, on the Festival website, and on the app.

Promotional Rights

Sponsors may acquire the rights to distribute identified promotional items and products, as authorized by the Festival Committee, in favorable 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	♥	♥			
Logo on Festival App	♥	♥	♥		
Logo on Festival 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			
Main Stage 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:

- On-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 Festival app
- Logo on Deep Roots Music Festival poster
- Logo on Deep Roots Music Festival shelf cards
- Certificate of Appreciation
- 4 Festival Passes to Deep Roots Music Festival events
- VIP seating at Main Stage shows
- 4 Sponsor Badges for access to Festival Club and Festival meal hall
- Other benefits as negotiated (see agreement/confirmation of sponsorship)

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 Festival app
- Logo on Deep Roots Music Festival poster
- Logo on Deep Roots Music Festival shelf cards
- Certificate of Appreciation
- 2 Festival Passes to Deep Roots Music Festival events
- 2 Sponsor Badges for access to Festival Club and Festival meal hall
- Other benefits as negotiated (see agreement/confirmation of sponsorship)

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
- Logo on Festival app
- Certificate of Appreciation
- 2 tickets to **both** the Friday **and** Saturday Main Stage shows
- 2 Sponsor Badges for access to Festival Club and Festival meal hall
- Other benefits as negotiated (see agreement/confirmation of sponsorship)

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 and app
- Certificate of Appreciation
- 2 tickets to **either** Friday **or** Saturday Main Stage show (please specify which you want)
- 2 Sponsor Badges for access to Festival Club and Festival meal hall
- Other benefits as negotiated (see agreement/confirmation of sponsorship)



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 and app
- 2 tickets to **either** Saturday **or** Sunday afternoon's show (please specify which you want)

