



SPONSORSHIP OPPORTUNITIES

Spences Bridge BC

August 17-19, 2012

# Desert Daze Overview

The Annual Desert Daze Music Festival was conceived in 2010 by the Spences Bridge Community Club to celebrate rural communities and to highlight area arts & culture.

This 3-day festival presents activities and entertainment for all ages to enjoy: top-notch musical performances, First Nations demonstrations, educational workshops, local crafts, vendors and a beer garden.

For Spences Bridge to host such an event involves months of preparation and the support of several volunteers, local area businesses, Indian Bands and service organizations.

## Festival Location

The festival takes place at the Spences Bridge school grounds. The event site is clearly visible from the Trans Canada Highway.

## Festival Events

Desert Daze presents over 20 musical performances, a child-friendly zone, summer fun activities like apple bobbing & seed spitting, pickling seminars, guitar workshops, First Nations demonstrations, agricultural displays, musical jam sessions, and vendors. For a complete list of events, visit [www.desertdaze.ca/events](http://www.desertdaze.ca/events).

# Festival Goals

## Festival Mission

“To share with others local arts & culture and celebrate rural community life.”

## Short-Term Objectives

- design and deliver an event that reflects the festival's main mission, stated above
- bring area residents together to host a large-scale event
- establish, develop and actively maintain a website and Facebook event
- select only top-notch musicians and entertainment
- showcase high quality crafts and vendors
- provide an educational space for aboriginal community members, artists and farmers to pass along their knowledge to a broader audience
- expose young people to new opportunities through workshops and demonstrations
- offer activities for all ages including pre-schoolers, youth, adults and seniors
- bring new visitors to the area
- stimulate the area's economy

## Long-Term Objectives

- increase the number of festival-goers from year to year
- gain partnerships with provincial organizations that have common goals
- maintain a positive relationship with Canadian Heritage and our sponsors
- build on a relationship with BC's Ministry of Jobs, Tourism & Innovation
- improve event operations and add activities to enhance a festival-goer experience

# GOLD SPONSOR

Investment: \$1,500 or more

- ◆ logo included in the festival schedule (large print)
- ◆ supplied banner on site during the festival
- ◆ logo included on posters (large print); sponsorship by June 1
- ◆ logo displayed on the website with hyperlink
- ◆ opportunity to promote your business or service on site
- ◆ included on thank you signage at the main stage
- ◆ several mentions during the festival by the MC
- ◆ four weekend passes

# SILVER SPONSOR

Investment: \$1,000 to \$1,500

- ◆ logo included in the festival schedule (medium print)
- ◆ logo included on posters (medium print); sponsorship by June 1
- ◆ logo displayed on the website with hyperlink
- ◆ opportunity to promote your business or service on site
- ◆ several mentions during the festival by the MC
- ◆ two weekend passes

# BRONZE SPONSOR

Investment: \$500 to \$1,000

- ◆ logo included in the festival schedule (small print)
- ◆ logo displayed on the website with hyperlink
- ◆ opportunity to promote your business or service on site
- ◆ some mentions during the festival by the MC

# Friends of the Festival

Investment: \$100 to \$500

- ◆ logo included in the festival schedule (fine print)

# Contact



For any inquiries regarding sponsorship opportunities, vendor and music applications, volunteers, displays and workshops, contact:

2012 Festival Coordinator

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[www.desertdaze.ca](http://www.desertdaze.ca)