



See you
at the

Festival

!

March 1 - 20, 2010



WHO WE ARE

Executive Summary

The Calgary Kiwanis Music Festival is an integral part of the Calgary arts community, encouraging classical and contemporary music and speech arts performance among amateur students of all ages and skill levels. For more than 75 years, the Festival has provided Calgary's youth with an opportunity to perform, learn, and compete and has given all Calgarians a chance to appreciate the talents of these young performers.

Our Festival has grown to become one of the largest competitive festivals in North America, with almost 4,000 entries and approximately 12,000 participants. These amateur students enter a variety of classes including: band, orchestra, strings, woodwind, brass, choral, handbells, percussion, vocal, piano, and speech arts. Approximately 20 highly qualified professionals are hired to adjudicate, ensuring that each competitor receives a written and verbal adjudication. The 2010 Festival will run from **March 1 - 20** at the Jubilee Auditorium and SAIT Polytechnic.

To successfully launch an event the size and caliber of the Calgary Kiwanis Music Festival requires community teamwork: volunteers, a committed Board of Directors, dedicated staff, and the financial support of the community. The generosity and dedication of our sponsors over the years has helped the Festival become the success it is today. We invite you to become a sponsor of the Festival, and support one of Calgary's longest-standing musical traditions. It is an event that significantly contributes to our local arts community and one that offers artists of all ages a chance to perform in a wide variety of categories.

Offering Something For Everyone

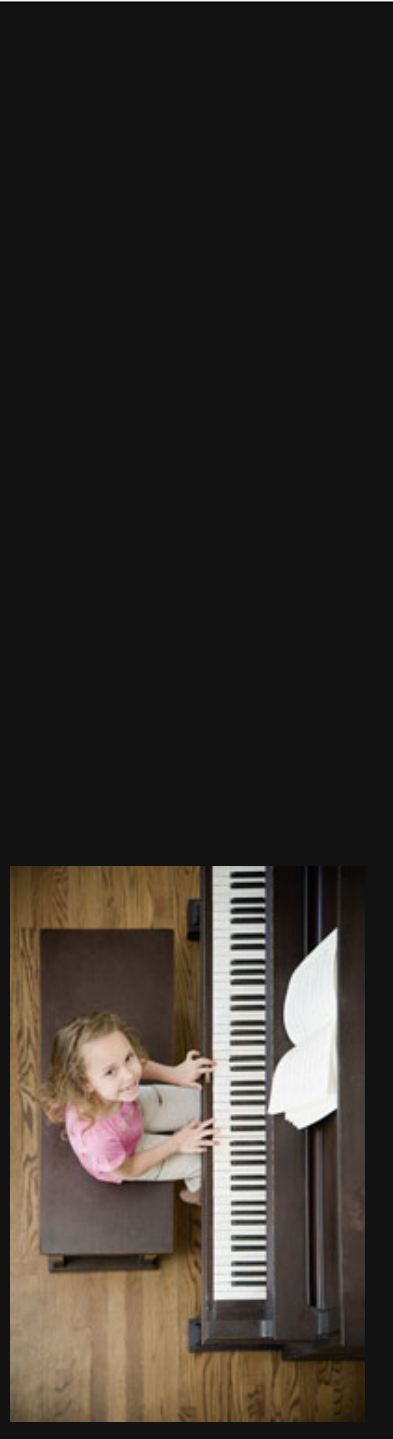
The Calgary Kiwanis Music Festival is an educational, non-profit, charitable organization. It is one of 230 music festivals in Canada, and one of the largest amateur competitive music festivals in North America.

Performers have the opportunity to participate in more than 850 classes. Participants may enter as individuals, duos, small ensembles or groups. All classes are open to the public at no charge, with three sessions occurring daily at various venues throughout the three weeks of the Festival.

In addition to the numerous classes, the Festival features a number of public concerts including the Musical Theatre Showcase, European Masters Concert, Outstanding Speech Performers Showcase and the grand finale, the Stars of the Festival. These concerts showcase the talents of the top performers and provide competitors with another opportunity to perform before a live audience.

Volunteers are essential to the Festival's success. Dedicating approximately 2,500 hours of time to the Festival each year, more than 125 volunteers help manage registrations, monitor classes, provide information and assist adjudicators.

The Calgary Kiwanis Music Festival is a member of the Alberta Music Festival Association and the Federation of Canadian Music Festivals.





WHO WE ARE

Why the Festival Matters

The Festival recognizes the importance of ongoing training to advance one's skills in the performing arts. Under this premise, a Scholarship Trust Fund was created in 1976. The fund continues to provide educational scholarships for competitors year after year. Privately funded scholarships, including the prestigious Rose Bowl Scholarship, are another key element in the Festival's dedication to advancing performers' pursuit of excellence.

There are many different reasons that performers choose to be a part of the Festival. For some it is a serious competition that will help them come closer to achieving their dreams while others may simply possess a genuine love for the arts. Regardless of the motivation, there are a number of benefits:

- a chance to perform and share their achievements with the community
- an opportunity to have their performances helpfully critiqued by professionals
- encouragement through the applause of an appreciative and supportive audience
- the chance to advance their experience in speech arts and music
- a venue where they can hear their peers and experience the inspiration of competition
- occasion to perform in prime speech and musical venues in Calgary
- the challenge to set goals, strive for excellence, and experience the satisfaction of accomplishment
- assistance in achieving performing arts career goals through award monies donated by corporations and individual members of the community
- a venue where they can earn the opportunity to advance to the Provincial and/or National level of competition

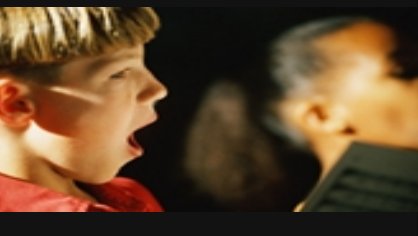
Why the Festival is a Good Community Investment

For corporations and individuals interested in contributing to Calgary's arts and music scene, the Calgary Kiwanis Music Festival offers many benefits. Sponsors are exposed to a large audience that includes performers, their families and friends, music teachers, other arts and music organizations, volunteers, media, and concert and class attendees who have a genuine interest in supporting local talent of all ages and talent levels.

In addition to the specific benefits offered for various sponsorship dollars, there are several general benefits that come as a result of supporting the Festival, including:

- association with one of Calgary's most reputable and longest-running music events
- association with other like-minded arts and music supporters, both corporate and individual
- alignment of both youth and arts / music sponsorship opportunities in one event
- professionally produced recognition materials

There are many different ways to get involved with the Festival and your support is welcome at any level.





WHOLE NOTE SPONSORS \$10,000+

Newspaper advertising

- Large logo in all Festival advertisements

Recognition in Festival program

- Logo recognition - large
- Full-page ad
- Recognition as a sponsor of scholarships to a value of \$1,000 (to be allocated at the discretion of the Festival)

Recognition at Festival concerts

- Logo recognition on Distinguished Sponsors page
- 50 complimentary tickets
- Acknowledgement in the scholarship listing

Signage

- Logo on welcome banner in Jubilee Auditorium
- Logo on street banners
- Logo on venue signage

Newsletter

- Logo recognition in Festival newsletter (12,500 distribution)

Web site

- Logo recognition on the Festival Web site
- Link from sponsor list on the Festival Web site to company Web site



HALF NOTE SPONSORS \$5,000

Newspaper advertising

- Medium logo in all Festival advertisements

Recognition in Festival program

- Logo recognition - medium
- Half-page ad
- Recognition as a sponsor of scholarships to a value of \$500 (to be allocated at the discretion of the Festival)

Recognition at Festival concerts

- Logo recognition on Distinguished Sponsors page
- 20 complimentary tickets
- Acknowledgement in the scholarship listing

Signage

- Logo on venue signage

Newsletter

- Logo recognition in Festival newsletter (12,500 distribution)

Web site

- Name recognition on the Festival Web site
- Link from sponsor list on the Festival Web site to company Web site



**CONCERT SPONSORS
\$5,000**

Newspaper advertising

- Identified as presenting sponsor of that concert in concert-specific advertisements

Recognition in Festival program

- Recognition as presenting sponsor

Recognition at Festival concerts

- Recognition as presenting sponsor in host's script
- 30 complimentary tickets
- Logo on concert tickets

Signage

- Logo on stage signage at sponsored concert

Newsletter

- Name recognition in Festival newsletter (12,500 distribution)

Web site

- Name recognition on the Festival Web site
- Link from sponsor list on the Festival Web site to company Web site



**QUARTER NOTE SPONSORS
\$3,000**

Newspaper advertising

- Small logo in all Festival advertisements

Recognition in Festival program

- Logo recognition - small
- Quarter-page ad
- Recognition as a sponsor of scholarships to a value of \$300 (to be allocated at the discretion of the Festival)

Recognition at Festival concerts

- Name recognition on Distinguished Sponsors page
- 10 complimentary tickets
- Acknowledgement in the scholarship listing

Signage

- Name on venue signage

Newsletter

- Name recognition in Festival newsletter (12,500 distribution)

Web site

- Name recognition on the Festival Web site



INSTRUMENTAL SPONSORS
\$1,500 - \$2,500

Recognition in Festival program

- Recognition as a category sponsor with scholarships up to a value of \$500 (to be allocated at the discretion of the Festival)

Recognition at Festival concerts

- 4 complimentary tickets to concert(s) of choice
- Acknowledgement in the scholarship listing

Signage

- Name on venue signage

Newsletter

- Name recognition in Festival newsletter (12,500 distribution)

Web site

- Name recognition on the Festival Web site



SUMMARY OF SPONSORSHIP BENEFITS

	Newspaper advertising	Festival program	Concerts	Signage	Newsletter	Web site
Whole Note (\$10,000+)	large logo	logo recognition - large	logo - Distinguished Sponsors page	banner	logo	logo
		full-page ad	50 comp. tickets	street banners		link to Web site
		scholarships totaling \$1,000	name in scholarship listing	venue signage		
Half Note (\$5,000+)	medium logo	logo recognition - medium	logo - Distinguished Sponsors page	venue signage	logo	name
		half-page ad	20 comp. tickets			link to Web site
		scholarships totaling \$500	name in scholarship listing			
Concert (\$5,000)	identified as presenting sponsor of that concert	recognized as presenting sponsor	30 comp. tickets	stage signage at sponsored concert	name	name
			logo on concert tickets			link to Web site
Quarter Note (\$3,000+)	small logo	logo recognition - small	name - Distinguished Sponsors page	venue signage	name	name
		quarter-page ad	10 comp. tickets			
		scholarships totaling \$300	name in scholarship listing			
Instrumental Sponsor (\$1,500-2,500)		recognized as category sponsor, scholarships up to \$500 value	4 comp. tickets to concert(s) of choice	venue signage	name	name
Scholarship Sponsor (\$1,000)		recognized as scholarship sponsor, scholarships totalling \$200	2 comp. tickets to concert(s) of choice		name	name