



WHO WE ARE

Executive Summary

The Calgary Kiwanis 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. Since 1931, the Festival has provided Calgary's youth with an opportunity to perform, learn, and strive for excellence and has given all Calgarians a chance to appreciate the talents of these young performers.

Celebrating our 80th anniversary in 2011, the Calgary Kiwanis Festival remains one of the premier performing arts events on the Calgary arts calendar. It has grown to become one of the largest festivals in North America, with more than 4,000 entries and approximately 12,000 participants. These amateur students enter a variety of classes such as: band, strings, woodwind, brass, choirs, handbells, singing, piano, and speech arts. Approximately 20 highly qualified musicians and actors are hired to adjudicate, ensuring that each participant receives a written and verbal adjudication. The 2011 Festival will run from February 28 – March 19 at the Jubilee Auditorium and SAIT Polytechnic.

Board of Directors: See attached listing

Calgary Kiwanis Festival Management and Staff: Two full-time and six contract/seasonal

Volunteers Involved: 125 +

Annual Budget: \$600,000

Participants per year: 12,000 amateur musicians and speech artists

Recent Audited Financial Statements by Meyers Norris Penny LLP: July 31, 2010

**Available upon request*

History & Legacy

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

Performers have the opportunity to participate in more than 1000 classes. They 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-week festival.

In addition to the numerous classes, the Festival offers a number of public concerts including the Musical Theatre Showcase, European Masters Concert, Outstanding Speech Performers Showcase and the grand



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finale, the Stars of the Festival. These concerts feature the talent 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.

Why the Festival is a Good Community Investment

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 performing arts events
- Alignment of both education and performing arts sponsorship opportunities in one project
- Association with other like-minded performing arts supporters, both corporate and individual
- Direct connection to the families of 10,000 students and young adults

Also, through programs like the Peer Performance Project and Festival Connection, participants give back to the community by performing in a variety of settings in order to enrich the lives of others through music and speech arts. Examples include: schools, senior's homes, and special events.

There are many different ways to get involved with the Festival and your support is welcome at any level. The following options provide an overview of the investment and recognition levels available for 2011.



SPONSORSHIP LEVELS & BENEFITS

Sponsorship Levels & Benefits

Festival Sponsor: \$250,000+

The major sponsor of the Festival - Supporting and inspiring amateur performing artists in Calgary and the surrounding area. Has the right to include its name as part of the Festival brand and is given a seat on the Festival board of directors.

Peer Performance Sponsor: \$ 50,000

The Peer Performance Project sponsor will be the only sponsor associated with the Festival's outreach program for schools in the city of Calgary. The project provides learning and skill development outside of the annual three-week festival. This sponsor is recognized on all signage and handouts, given to students in the public and separate school districts.

Whole Note Sponsor: \$ 20,000

Sponsor has the opportunity to be named as the exclusive sponsor of one of the following: Adjudicator hotel and meals, Adjudicator travel, Media (print and electronic), Band, or Piano category

Half Note Sponsor: \$ 10,000

Sponsor has the opportunity to be named as the exclusive sponsor of one of the following: Marketing and communications, Vocal, String, or Musical theatre categories.

Quarter Note: \$ 5,000

Sponsor has the opportunity to be named as the exclusive sponsor of one of the following: Speech Arts, Choral, Chamber, or Handbells categories.

Concert Sponsor: \$ 5,000

Sponsor has the opportunity to be named as the exclusive sponsor of one of the following events: Musical Theatre Showcase, European Masters Concert, Outstanding Speech Performers Showcase, or Stars of the Festival.

Instrumental Sponsors: \$ 2,500

Sponsor has the opportunity to be named as the exclusive sponsor of one of the following: Event onsite signage and banners, Classical Guitar, Orchestra, Creative Composition, or Woodwind categories.

Scholarship Sponsor: \$ 1,000

Sponsor has the opportunity to be named as the sponsor of individual monetary awards given to recognize music and speech arts students participating in the Festival

Recognition and benefits for the above categories appear on the attachments that follow.



FESTIVAL SPONSOR
\$250,000+

The Festival will recognize the Festival Sponsor in the following ways:

The major sponsor of the Festival - Supporting and inspiring amateur performing artists in Calgary and the surrounding area. Has the right to include its name as part of the Festival brand and given a seat on the Festival board of directors.

Board of Directors

- One seat on the Festival board of directors with full voting privileges.

Name recognition

- The Festival Sponsor will have the right to include their organization's name as part of the Festival brand.

Free musical performances

- Access to free performances by some of the Festival participants at private functions.

Newspaper advertising

- Logo in all Festival advertisements

Festival program – 1,000 copies printed

- Logo recognition - large
- Inside cover ad – full page
- Recognition as a sponsor of scholarships to a value of \$10,000 (to be allocated at the discretion of the Festival)

Festival concerts

- Logo recognition on Distinguished Sponsors page
- 100 complimentary tickets to the concert(s) of your choice – VIP seating
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 (8,000 copies distributed)

Web site

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

#201, 4014 MacLeod Trail S
Calgary, AB T2G 2R7
Phone: 403-283-6009
Fax: 403-283-2631
www.calgarykiwanisfestival.ca



**PEER PERFORMANCE SPONSOR
\$50,000**

The Festival will recognize the Peer Performance Sponsor in the following ways:

The Peer Performance Project sponsor will be the only sponsor associated with the Festival's outreach program for schools in the city of Calgary. The project provides learning and skill development outside of the annual three-week festival. This sponsor is recognized on all signage and handouts given to students in the public and separate school districts.

Student/Educator brochures

- Logo recognition on professionally designed handouts that students and teachers can take home with them
- Verbal recognition by the host at each school, highlighting the sponsor's involvement
- Onsite signage in every school gymnasium while students are performing

Festival program – 1,000 copies printed

- Logo recognition - large
- Full page ad

Festival concerts

- Logo recognition on Distinguished Sponsors page
- 50 complimentary tickets to the concert(s) of your choice – VIP seating

Signage

- Logo on pop-up banners used in school auditoriums
- Logo on street banners
- Logo on venue signage

Newsletter

- Logo recognition in Festival newsletter (8,000 copies distributed)

Web site

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



WHOLE NOTE SPONSORS \$20,000

The Festival will recognize Whole Note Sponsors in the following ways:

Exclusive sponsor for one of the following:

- Adjudicator hotel and meals
- Adjudicator travel
- Media package (print and electronic)
- Band category
- Piano category

Newspaper advertising

- Logo in all Festival advertisements

Festival program – 1,000 copies printed

- Logo recognition - large
- Full-page ad
- Recognition as a sponsor of scholarships to a value of \$2,000 (to be allocated at the discretion of the Festival)

Festival concerts

- Logo recognition on Distinguished Sponsors page
- 50 complimentary tickets to the concert(s) of your choice – VIP seating
- 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 (8,000 copies distributed)

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 \$10,000

The Festival will recognize Half Note Sponsors in the following ways:

Exclusive sponsor for one of the following:

- Marketing and communications
- Vocal category
- String category
- Musical Theatre category

Newspaper advertising

- Logo in all Festival advertisements

Festival program – 1,000 copies printed

- Logo recognition - medium
- Half-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
- 20 complimentary tickets to the concert(s) of your choice – VIP seating
- Acknowledgement in the scholarship listing

Signage

- Logo on venue signage

Newsletter

- Logo recognition in Festival newsletter (8,000 copies distributed)

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 \$5,000

The Festival will recognize Quarter Note Sponsors in the following ways:

Exclusive sponsor for one of the following:

- Speech Arts category
- Choral category
- Handbells category
- Chamber category

Newspaper advertising

- Logo on all print advertisements

Official Festival program - 1,000 copies printed

- Logo recognition - small
- Quarter-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

- Name recognition on Distinguished Sponsors page
- 10 complimentary tickets to the concert(s) of your choice – VIP seating
- Acknowledgement in the scholarship listing

Signage

- Name on Distinguished Sponsor signage

Newsletter

- Name recognition in Festival newsletter (8,000 copies distributed)

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

The Festival will recognize Concert Sponsors in the following ways:

Exclusive sponsor for one of the following events:

- *Musical Theatre Showcase* – Featuring the best of Broadway
- *European Masters Concert* – Music from 4 of the great masters: Mozart, Chopin, Schumann and Grieg
- *Outstanding Speech Performers Showcase* – The best-loved poetry, prose and dramatic scenes
- *Stars of the Festival* – Our grand finale, featuring the best performances heard throughout the Festival

Newspaper advertising

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

Festival program – 1,000 copies printed

- Quarter-page ad
- Recognition as presenting sponsor on concert page

Festival concerts

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

Signage

- Logo on lobby and stage signage at sponsored concert

Newsletter

- Name recognition in Festival newsletter (8,000 copies distributed)

Web site

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



INSTRUMENTAL SPONSORS
\$2,500

The Festival will recognize the Instrumental Sponsors in the following ways:

Exclusive sponsor for one of the following:

- Event onsite signage / Banners
- Classical Guitar category
- Orchestra category
- Composition – creative music category
- Woodwind category

Festival program – 1,000 copies printed

- Recognition as a category sponsor with scholarships up to a value of \$250 (to be allocated at the discretion of the Festival)

Festival concerts

- 6 complimentary tickets to concert(s) of choice – VIP seating
- Acknowledgement in the scholarship listing

Newsletter

- Name recognition in Festival newsletter (8,000 copies distributed)

Website

- Name recognition on the Festival Web site

SCHOLARSHIP SPONSORS
\$1,000

The Festival will recognize Scholarship Sponsors in the following ways:

Festival program – 1,000 copies printed

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

Festival concerts

- 2 complimentary tickets to concert(s) of choice – VIP seating
- Acknowledgement in the scholarship listing

2010-2011 CALGARY KIWANIS FESTIVAL BOARD MEMBERS

Website: www.calgarykiwanisfestival.ca

<p>LYLE BENNETT St. John's Music Ltd.</p>	<p style="text-align: center;">President</p>	<p>BUS: 105 58 Ave SE, Calgary, AB, T2H 0N8 BUS: 403-265-6300 BUS Direct: 403-218-7777 FAX: 403-265-7409 CELL: 403-921-2915 RES: 87 McKenzie Lake Manor SE, Calgary, AB, T2Z 1Y1 RES: 403-257-1073 lyle.bennett@stjohnsmusic.com</p>
<p>ED FEDUN EFI Financial Associates</p>	<p style="text-align: center;">Past President</p>	<p>BUS: 1508 - 29 Ave SW, Calgary, AB T2T 1M3 BUS: 403-264-7920 FAX: 403-802-0565 RES: 311 Woodhaven Bay SW Calgary, AB T2W 5S2 RES: 403-281-4975 edfedun@telus.net</p>
<p>SERGE RAND Retired Accountant</p>	<p style="text-align: center;">Treasurer</p>	<p>RES: 212 Coach Light Bay SW, Calgary, AB, T3H 1Y9 RES: 403-246-0245 CELL: 403-607-5931 randsb@shaw.ca</p>
<p>EVERETT L. BUNNELL Macleod Dixon LLP</p>	<p style="text-align: center;">Director</p>	<p>BUS: 3700- 400 3 Ave NW, Calgary, AB, T2P 4H2 BUS: 403-267-9545 FAX: 403-264-5973 RES: 217 8 Ave NW, Calgary, AB, T2M 0A7 RES: 403-229-2297 everett.bunnell@macleoddixon.com</p>
<p>LOUIS LAFLAMME (FH) Retired Engineer</p>	<p style="text-align: center;">Director</p>	<p>RES: 28, 1011 Canterbury Dr. SW, Calgary, AB, T2W 2S8 RES: 403-251-4062 CELL: 403-870-4062 erimar2@shaw.ca</p>
<p>TOM DIXON (CH) Dixon Real Estate</p>	<p style="text-align: center;">Director</p>	<p>BUS: 604 - 1st Street SW Suite 200, Calgary, AB, T2P 1M7 BUS: 403-237-9999 FAX: 403-260-8745 RES: PO Box 52069, Calgary, AB, T2E 8K9 RES: 403-287-1999 tome@dresi.ca</p>
<p>TOM CAULFIELD (M) Fidelity Investments Canada ULC</p>	<p style="text-align: center;">Director</p>	<p>BUS: 1100, 407 – 2nd Street SW, Calgary, AB, T2P 2Y3 BUS: 403-463-2345 RES: 602, 8000 Wentworth Dr. SW, Calgary, AB, T3H 5K8 RES: 403-463-2345 thomas.caulfield@fmr.com</p>
<p>BOB MORRISON (NM) The RGV Realty Group.</p>	<p style="text-align: center;">Director</p>	<p>BUS/RES: 35 Strandell Crescent SW, Calgary, AB, T3H 1K8 BUS: 403-861-4471 FAX: 403-242-5460 RES: 403-242-7831 bmor1@telus.net</p>
<p>GRANT KELBA (DT) Metromedia Marketing</p>	<p style="text-align: center;">Director</p>	<p>BUS: 5774 - 10th Street NE, Calgary, AB, T2E 8W7 BUS: 403-291-3912 FAX: 403-291-3820 RES: 107 Oakfern Way SW, Calgary, AB, T2V 4J9 RES/CEL: 403-681-7831 gkelba@shaw.ca</p>
<p>MARY ROSS</p>	<p style="text-align: center;">Executive Director</p>	<p>BUS: 201, 4014 MacLeod Trail S, Calgary, AB, T2G 2R7 BUS: 403-283-6009 FAX: 403-283-2631 RES: 1417 – 16 St. SE Calgary, AB T2G 3P4 RES: 403-294-0048 mary@calgarykiwanisfestival.ca</p>