



Vancouver *Folk* Music Festival



SPONSORSHIP GUIDE 2010



"Cross-cultural fusion doesn't get any better!" *The Georgia Straight*



July 16 - 18 2010 • Jericho Beach Park • Vancouver • BC



Colin Mills



Cloe Aligner



Colin Mills

A FESTIVAL BY THE SEA

Artistic excellence, community and environmental consciousness, respect for tradition:

these are just a few of the principles that guide the Vancouver Folk Music Festival's board, staff and volunteers when planning each year's Festival. The Vancouver Folk Music Festival is an annual celebration of the finest in contemporary and traditional folk, roots and world music. Now in its 33rd year, the Festival is an internationally-renowned and respected event—considered one of the finest festivals in the world. Each year, 35,000+ revelers step outside of their everyday lives to experience three days of magic: to listen to fantastic music, experience new cultures and musical genres, discover the joy of watching artists collaborate in unique ways, spend time with family and friends and even to shop!

It begs the question – was your company there?

From July 16 – 18, 2010 at Jericho Beach Park, the Vancouver Folk Music Festival presents its 33rd edition and it is not to be missed!

A Vancouver tradition, the Festival is one of the city's most beloved events – rated Vancouver's #1 festival by *Georgia Straight* readers in 2009. If you attended the first Festival in 1978 in Stanley Park, folk icons such as Stan Rogers, Valdy, Utah Phillips and Bruce Cockburn led you and 10,000 others on a musical journey. Flash forward to 2009 when audiences took in sets by The Weakerthans, Mavis Staples, Great Lake Swimmers and Arrested Development, to name but a few of the diverse roster of over 60 artists and groups.

The Vancouver Folk Music Festival provides forward-thinking and progressive companies the opportunity to show their pride

in this singular event to a large, diverse and loyal audience who are affluent, socially aware, engaged in their community, and in many ways leaders in the Vancouver of today and tomorrow. For our audience, these three days in July are the highlight of their summer. Lounging in the grass by the sea, meeting new people and experiencing new cultures, eating great food with good friends—it reminds you why you love this city and the special event that has been part of its fabric for over three decades.

Every year, people from all walks of life leave the Festival saying, "that was the best time ever!"





David Niddrie



Alysa Burt



Colin Mills

SETTING THE SCENE

Question: What happens when the most beautiful waterfront park in Vancouver is descended on by a friendly army of volunteers bringing in water, electricity, and staging?

Answer: the Vancouver Folk Music Festival.

Our volunteers and staff have mastered the art of establishing a multi-faceted village of entertainment and enjoyment; they are like the urban planners of folk festivals. They simultaneously create space for children in the Little Folks area (a festival all in itself), room for community organizations to engage the audience and each other in the Festival Community Village, space for artists to collaborate, perform and learn on seven daytime stages, a place for artists to capture the magic of the twilight hours on our more intimate Saturday and Sunday evening stages, and of course establish the evening Main Stage, where past artists such as FEIST, Jim Byrnes, Ani DiFranco, Pete Seeger, and Loreena McKennitt have performed for enthusiastic audiences of over 12,000.

Our audience's comfort is a key element of the weekend, and the dedicated staff and volunteers have spent years fine-tuning our park-site to ensure festival patrons have everything they need. Our standards for recycling and reducing our environmental impact are among the highest in the city and, dare we say, the province and beyond; the Festival has received an award for Leadership in Environment Awareness from the Greater Vancouver Regional District and festivals across North America emulate our environmental program. Crowds are never a problem, not even at the public restrooms. A variety of food vendors are able to cater to a myriad of dietary and epicurean needs, and the 1000-seat beer garden offers folks a place to sit back and enjoy a cold glass of Big Rock beer or VQA wine at their leisure.



"Best Local Music Festival"

The Georgia Straight - Best of Vancouver 09



Joe Perez

To discuss sponsorship opportunities, contact
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Cover photos: top right & centre right: David Niddine; centre left, centre middle:



"Everyone from grandpas to hipsters were flinging their hair and swinging their hips. It was a sight to behold and truly a pleasure to witness. It was a magical night." NxEW

Eric Scott