



## 2011 Partner Guidelines for ReggaeFest

**It's not every day you get to Reggae.** And this year, from August 18 - 20, ReggaeFest is sure to attract an even broader audience than in previous years. Make sure your company has a presence by choosing one of our great sponsorship packages – become Rastagarian!

Ongoing and current partners include: Big Rock Brewery, CJSW Radio 90.9 FM, Hotel Arts, Alberta Foundation for the Arts, Calgary Arts Development.

Recognition Levels	One Love \$20,000+	Buffalo Soldier \$10,000–\$19,999	Rastaman \$5,000–\$9,999	Dreadlock \$2,500–\$4,999	Jammin' \$1,000–\$2,499
Festival Tickets	30	20	15	10	5
Website Recognition	*banner ad & logo w/link	logo w/link	logo w/link	logo w/link	logo w/link
VIP Passes	6	4	2	–	–
MC Announcements	yes	yes	–	–	–
On-Site Promotions	yes	–	–	–	–
Stage Signage	yes	–	–	–	–

*Note: All partner logos will be placed on signage throughout the festival site and on promotional material where available.*

*\*Banner ad provided by partner*

The festival is open to many different forms of partnerships – in-kind, cash, pro bono, exclusivity. Please see the contact info below to negotiate.

Product promotions will not be considered.

ReggaeFest attendees\* tend to:

- Be employed (84%)
- Span all age groups (39% are under 35 years of age, and 57% are over 35 years of age)
- Be from Calgary & the surrounding area (76%)

The majority of attendees cite the music as their primary reason to attend. Most (84%) also give ReggaeFest top marks for providing value to the community.

\*Data based on the 2009 audience survey results

Contact:

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