



# Medicine Hat Folk Music Club

P.O. Box 20120 Kensington Post Office  
Medicine Hat, AB T1A 8M4

## **SPONSORSHIP PACKAGES**

**The following packages are customizable. We are always available to discuss your particular needs.** Please also refer to our websites at [www.mhfolkmusic.com](http://www.mhfolkmusic.com) and [www.TOPfest.ca](http://www.TOPfest.ca) for further information and photos of past events.

[executivedirector@mhfolkmusic.com](mailto:executivedirector@mhfolkmusic.com)

### **SINGER-SONGWRITER NIGHT SPONSORSHIP**

Our monthly (except December and July/August) Singer-Songwriter nights offer the chance for amateur songwriters and musicians to showcase their talents in front of a live audience. This type of experience is invaluable for someone trying to break into the professional music field – or for someone just wondering how an audience would react to their work. We take bookings ahead, but more timid performers can also sign up on the night itself, perhaps after listening to a couple of other performers to see what standard is set. Our Club supplies a wonderful venue – Inspire Café is a very popular coffee shop in Medicine Hat. We also supply a full sound system, and MC for the night. To entice audience members even more a professional Feature Performer is booked to entertain after the open mic portion is finished. Our audience for these events frequently overflows the venue's available seating! Entrance for audience members is \$5.00. Performers are free.

There is also one Singer-Songwriter Night held on the Friday night of the Tongue on the Post week (see further along in this document). This night can be sponsored for the same price as below.

For only **\$300.00** you will receive:

- Tax receipt available upon request
- Inclusion on all Singer Songwriter Night posters  
(see attached poster distribution list)
- Inclusion on Singer Songwriter Night signage (see location list attached)
- Mentions in social media leading up to the event
- Frequent mentions by MC on the evening of the event

## **CONCERT SERIES SPONSORSHIPS**

The Medicine Hat Folk Club (the "Club") offers a series of 4 concerts through the year – starting in September and going through until June (dates vary). For these concerts professional-calibre musicians are booked, who have toured North America and sometimes as far afield as Europe. The venue is the world-renowned Medalta Potteries which offers a unique atmosphere of historical significance. Total number of tickets available for sale are 200 with most Concerts having approached near-sell-out status in the past.

For **\$1000.00** you will receive (or co-sponsor for \$500):

- Tax receipt available upon request
- "Concert Partner" status – in other words wording on posters and signs would be "Medicine Hat Folk Music Club and (*Name of sponsor*) Present:....."
- Inclusion on all Concert posters (see attached poster distribution list)
- Inclusion on all Concert signage (see location list attached)
- Inclusion in advertising on social media
- Frequent mentions by MC on the evening of the event
- Two free tickets to the event

## **TONGUE ON THE POST SPONSORSHIP PACKAGES**

Tongue on the Post (TOP) is the Medicine Hat Folk Music Club's major event of the year. It is quite famous in Western Canada in particular, as it was the first WINTER (indoor) folk festival to be offered there. TOP attracts close to 500 people yearly. It is usually held the last week of January.

The TOP Festival itself consists of different components. See the package descriptions for details.

### **Café Concerts Sponsorship**

On each of Monday through Thursday during "TOP Week", the Club partners with various venues around town to host professional-calibre musicians. These venues consist of cafes and local pubs and each performance lasts 1 to 2 hours (depending on time of day). The Club supplies an MC to introduce the performer and close the event afterwards. Times of performance vary and there usually are 2 or 3 performances available at different times throughout each day. Entrance is free – the only cost for audience members would be for any food or beverages purchased from the venue.

For **\$500.00** you will receive (or co-sponsor for \$250):

- Tax receipt available upon request
- "Café Concert Partner" status – in other words wording on posters and signs would be "Medicine Hat Folk Music Club and (*Name of sponsor*) Present:....."
- Inclusion on all Café Concert posters (see attached poster distribution list)
- Inclusion on all Café Concert signage (see location list attached)
- Inclusion in media advertising (usually radio) leading up to and during TOP
- Inclusion in advertising on social media
- Mentions by the MC at each event
- ¼ page ad in TOP program

## **School Concert Sponsorship**

On the Friday of "TOP Week", we have traditionally offered an educational workshop to two local elementary schools in lower income areas of Medicine Hat. This event has been very popular. We receive extensive positive feedback from students and teachers after the event. We book entertainers for this event who will offer a lively and energetic show, and will encourage plenty of audience participation. Children attending also receive a small gift from the Club.

For **\$1000.00** you will receive (or co-sponsor for \$500):

- Tax receipt if requested.
- "School Concert Partner" status – in other words wording on posters and signs would be "Medicine Hat Folk Music Club and *Name of sponsor* Present:....."
- Inclusion on all TOP posters (see attached poster distribution list)
- Inclusion on all TOP signage (see location list attached)
- Inclusion in media advertising (usually CJCY, CKUA and the Medicine Hat News) leading up to and during TOP
- Inclusion in advertising on social media
- Frequent mentions by the MC and musicians at the event
- The opportunity for a representative of your company or organization to act as MC or offer an introduction to the event
- The opportunity to include any corporate or organizational materials in the gift bags presented to the children
- 4 free tickets to the event itself
- ½ page ad in TOP program

## **TOP Stage Sponsorships**

The Tongue on the Post Festival itself is held on the Saturday of TOP Week. It is held at the incomparable Medalta Potteries. Food and vendors selling music-related items are available from 10:00 to 4:00. Three side stages (the Turning Room, the Yuill Family Gallery and one of the Kilns itself), are active all afternoon. The main stage located in the Reception Gallery offers open mic style entertainment in between side stage events. Select food vendors are available to serve supper to those who are staying on for the Main Stage event, which starts at about 7:00 pm.

Three major professional "headliner" performers are booked for the Main Stage event. The headliners at the 2015 Tongue on the Post Main stage were *Birds of Chicago*, *Blackberry Wood*, and *Morgan Davis*.

## **Side Stage Sponsorship**

For **\$2000.00** you will receive (or co-sponsor):

- Tax receipt if requested.
- "Side Stage partner" status – in other words wording on posters and signs would be "Medicine Hat Folk Music Club and (*Name of sponsor*) Present:....."
- Inclusion on all TOP posters (see attached poster distribution list)
- Inclusion on all TOP signage (see location list attached)
- Inclusion in media advertising (usually CJCY, CKUA, Shaw TV and the Medicine Hat News) leading up to and during TOP
- Inclusion in advertising on social media
- Frequent mentions by the MC and musicians at the event (usually one hour long)
- The opportunity for a representative of your company or organization to act as MC or offer an introduction to the side stage event
- 4 free all-day tickets to TOP
- Full page ad in TOP program

## **Main Stage Sponsorship**

For **\$3000.00** you will receive (or co-sponsor):

- Tax receipt if requested.
- The elite "Main Stage partner" status – in other words wording on posters and signs would be "Medicine Hat Folk Music Club and *Name of sponsor* Present the TOP Headliners of 2016" (as an example)
- First mention on all TOP posters (see attached poster distribution list)
- First mention on all TOP signage (see location list attached)
- Inclusion in media advertising (usually CJCY, CKUA, Shaw TV and the Medicine Hat News) leading up to and during TOP
- Inclusion in advertising on social media
- Inclusion in Travel Alberta and Medicine Hat Destination Marketing Organization advertising
- Frequent mentions by the MC and musicians at the event (usually three hours long)
- The opportunity for a representative of your company or organization to offer an introduction to the main stage event
- The opportunity for a representative of your company to be included in the ceremonial "Hanging of the Tongue" on the Friday night. This includes being one of the dignitaries who are piped into the venue at that time.
- 6 free all-day tickets to TOP
- Full page ad in TOP program

Thank you so much for your interest in our events and your anticipated support of live music!

Sincerely,

Clark Lang, President  
Medicine Hat Folk Music Club







