

June 6 - 8,
2025

Music Festival Sponsors



*Celebrating the
historic,
cultural, and
artistic value of
folk dance in
Saskatchewan*



Prepared For
Community of Biggar

Presented By
Biggar Old Time Music
Festival Committee

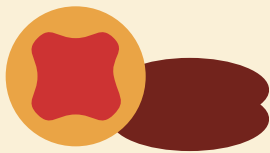


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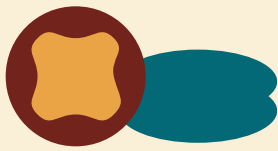
Brand Exposure 07



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Old Time Music Festival
Sponsorship Proposal

Biggar Old Time Music
Festival Committee



Introduction

As Polkafests and Old Time Dance Clubs across Western Canada have either closed or have experienced a sharp decline in attendance, a central piece of Saskatchewan's cultural, artistic, and historical heritage is at risk of ceasing to exist.

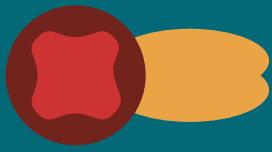
In response to the increasing decline of folk music and dance in Saskatchewan, the Biggar Old Time Music Festival Committee — supported by the Biggar Saturday Night Dance Club — will host a '1st Annual Old Time Music Festival' in Biggar, Saskatchewan in 2025. The festival will serve as an indicator of increasing artistic vibrancy in Saskatchewan, revitalize a key piece of Saskatchewan's heritage, act as a marker of a province experiencing cultural growth, and drive economic prosperity in rural Saskatchewan.



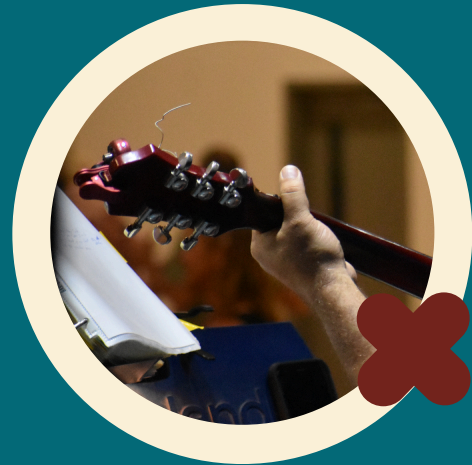
02

Old Time Music Festival
Sponsorship Proposal

Biggar Old Time Music
Festival Committee



Event Details



The Biggar Old Time Music Festival Committee's mission is to host an annual June festival that celebrates the rich historical, cultural, and artistic heritage of Folk Music in Saskatchewan. The festival strives to revitalize Old-Time Music in the province and make art, culture, and heritage accessible to the local community, and others living in the province.

Event Purpose

The three-day festival will attract roughly 2000+ individuals including families, youth, and seniors. The entertainment will include folk and country music performed by 10+ professional musicians with a combined 150+ years of experience in performing old time music. Other features will include dance lessons, food trucks, a thrifted market, a vintage-cookie bake sale, a children's area, and so much more!

Time & Location

Date: June 6 - 8, 2025

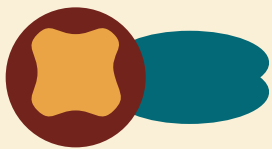
Time: 7 p.m. - 1 a.m.; 1 p.m. - 1 a.m.; 11:00 a.m. - 2:00 p.m.

Location: Biggar Community Hall, Biggar Jubilee Stadium



Old Time Music Festival
Sponsorship Proposal

Biggar Old Time Music
Festival Committee



Artists & Musicians

The majority of the musicians playing the Main Stage live within 250 kilometres of Biggar and they have been playing Old Time Music in Saskatchewan for a combined 150+ years. Musicians include award-winning fiddle player Dean Bernier, Northwest Saskatchewan's one-man-band Leon Ochs, and authentic old time musicians The Zayshley's and Dennis Ficor.

Leon Ochs

The Zayshley's

Sylvia & Dean

The JJ Lavalee Band

Dennis Ficor

And more...



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Old Time Music Festival
Sponsorship Proposal

Biggar Old Time Music
Festival Committee



Budget Estimate

No.	Items	Amount
1	Sponsorships & Grants	\$10,950
2	Donations / Donations-in-kind	\$3,150
3	Ticket Sales	\$13,950
Total		\$28,050

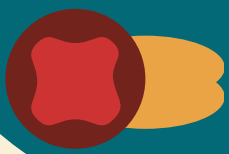
A. Income

No.	Items	Amount
1	Logistics & Administrative	\$9,600
2	Artists	\$12,200
3	Communications	\$6,250
Total		\$28,050

B. Expenses

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While the festival will attract a wealth of artistic, historic, and cultural value to the community, the economic output generated by local tourism will be sizeable. A key metric of success for the committee will be in generating local sponsorships and community engagement.



Proposed Sponsor Packages



Sponsors will benefit from increased brand exposure via media coverage and social media in the lead-up to the event.

Sponsors will also have the opportunity to support local tourism in rural Saskatchewan, a historical, artistic, and culturally vibrant province, while also benefitting from funding-specific benefits outlined below. Consider

Platinum Sponsors

1 available!

- Your logo is included on the poster, key marketing material, online (website/social media) and in the Festival program.
- Your support is thanked in provincial outreach, event speeches, and online.
- 4 full weekend passes are made available to your organization.
- 3 social media posts thanking your organization's support.

\$2000

Gold Sponsors

2 available!

- Your logo is included online (website/social media), and in the Festival program.
- Your support is thanked in event speeches and online (website/social media).
- 2 full weekend passes are made available to your organization.
- 1 social media post thanking your organization's support.

\$1500

Silver Sponsors

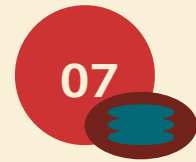
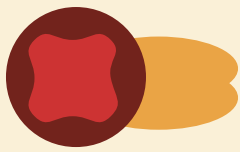
4 available!

- Your logo is included in the Festival program and online (website/social media.)
- Your support is thanked online (website/social media.)

\$500

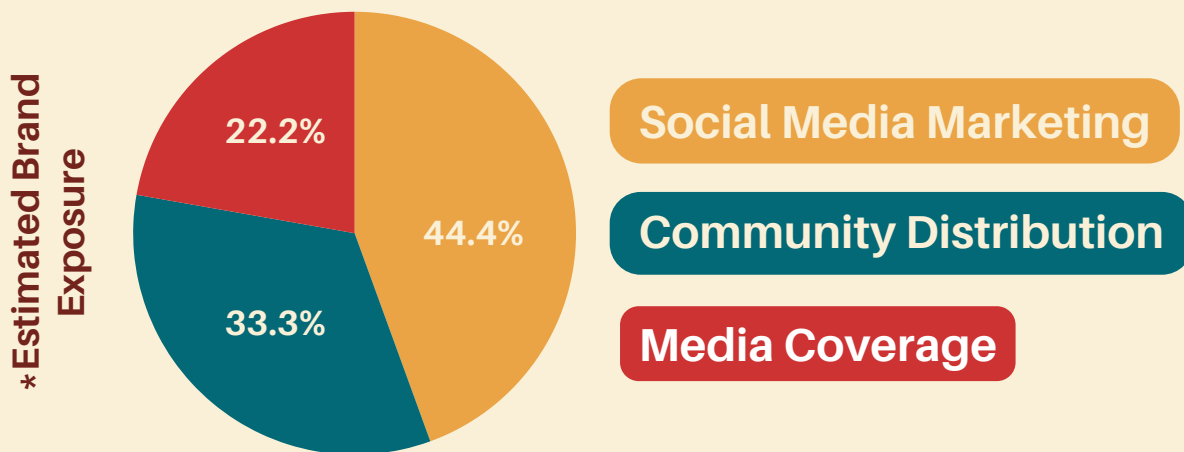
Donations-in-kind are evaluated within the levels of support above. Donations under \$500 are considered Friends of the Festival Donations and will be recognized by the committee for their support before the end of the event.





Brand Exposure and Visibility

The festival — acting as a revival of Saskatchewan's history of Old Time Music — would greatly benefit from your support in the coming months and years! Please consider becoming a donor, sponsor, or Friend of the Festival. If you or someone you know is curious about volunteering, please don't hesitate to reach out!



Contact us!

Further Information

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Committee Members:

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Miguel Fenrich

Susan Yaschuk

Tony Schwab

* The estimated brand exposure is subject to change