

Fire & Water High Notes

- ♪ Fire & Water **Keeps it local**. From hiring performers to buying groceries, we start at home.
- ♪ Fire & Water is run and organized by over **140 volunteers**.
- ♪ Fire & Water has been voted **Western Canada's Best Outdoor Music Festival** two years in a row by *Get Out There* magazine.
- ♪ Fire & Water has hosted numerous **Juno Award Winners** including Stephen Fearing, The Duhks, Ridley Bent, Serena Ryder, The Mariachi Ghost, and more.
- ♪ Fire & Water is rapidly becoming **Manitoba's Favorite Music Festival** among performers.
- ♪ Fire & Water receives over **200 band applications** every year.
- ♪ Fire & Water fans get the experience of a lifetime as our performers mingle in the crowd after their performance.
- ♪ The new festival site is a welcoming outdoor atmosphere featuring lake access and inviting greenspace.

Festival Development

Achievements

- ✓ **New Board and Artistic Director**
- ✓ **New Vision, Mission and Multi-Year Plan**
- ✓ **Expanded Kids Zone and Activities**
- ✓ **Relaxed, Inviting, Camping Experience**
- ✓ **Year-Round Festival Profile and Events**
- ✓ **New Location with Exciting Opportunities**
- ✓ **Improved Financial Stability**

Ongoing Commitments

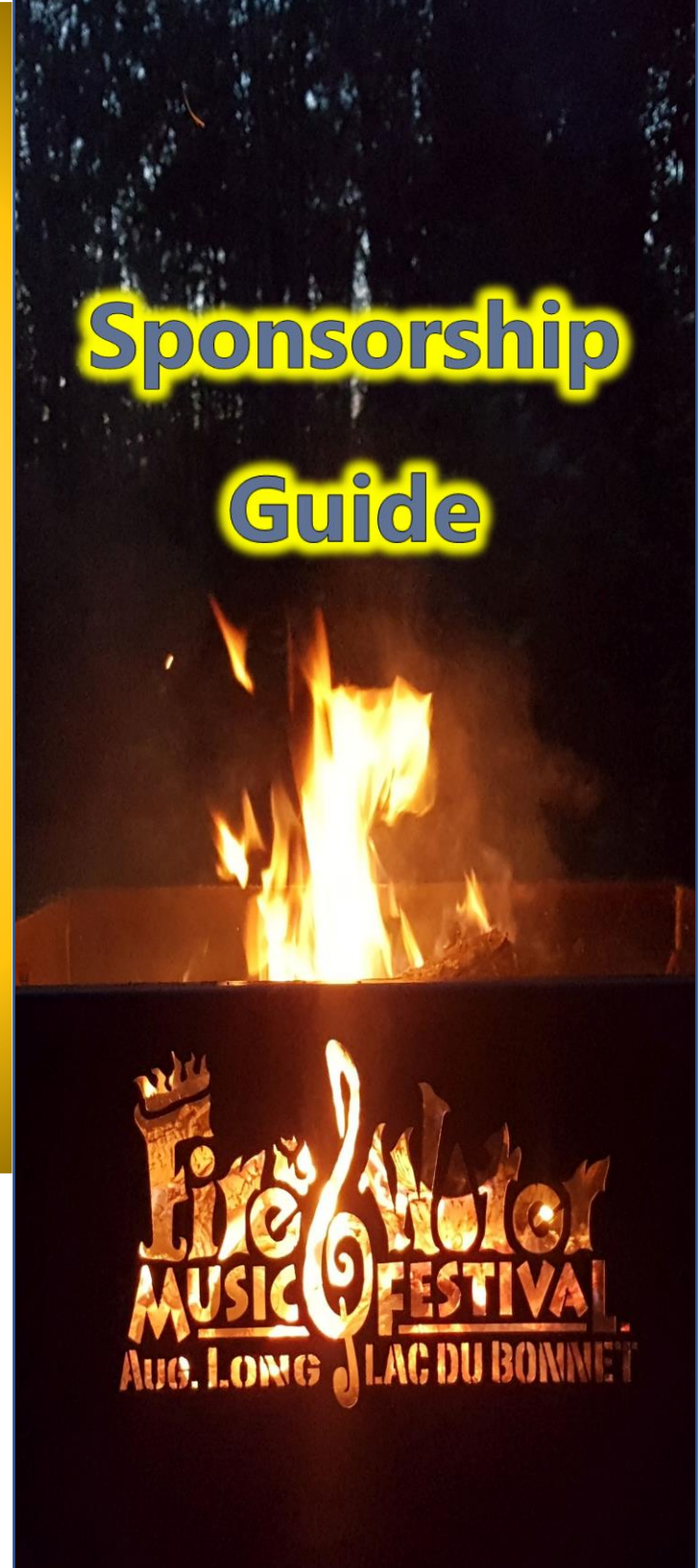
- Attracting high profile performers**
- Increasing the number of performers**
- Improved financial position**
- Decreasing use of rental equipment**
- Improving sponsorship exposure**
- High quality listening experience**
- Developing audience loyalty**
- Maintaining local board, volunteers, and sponsors**



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Sponsorship Guide



Local Benefits

Fire & Water Music Festival is a vital part of Lac du Bonnet's culture and quality of life.

The economic benefits of the Fire & Water Music Festival are easiest to see. Attracting visitors to the region helps stimulate the growth of tourism and other businesses in our area. The festival provides many economic benefits through:

- Increased traffic to our community
- Increased stays at local hotels, camp sites, and cabins
- Increased business for local merchants

The social benefits provided by the Fire & Water Music Festival may be less visible but are no less important. The festival fosters community pride, teaches people new things, inspires creativity, and strengthens relationships among our communities and residents. Throughout the history of the Fire & Water Music Festival we have worked to:

- Attract new visitors to our area & its' recreational opportunities
- Promote a positive social atmosphere within Lac du Bonnet
- Increase the opportunities for local businesses, artists, and musicians
- Raise the community profile year round through increased media exposure, and
- Give local residents another reason to be proud of Lac du Bonnet

Sponsorship Profiles

	Tier 1 \$3000 +	Tier 2 \$1500 +	Tier 3 \$500 +
Logo Recognition			
Website	Yes	Yes	Yes
Festival Poster	Large	Medium	Name
Social Media Multi-Sponsor Post	3	3	3
Social Media Dedicated Post	2	1	
Event Posters Year Round	Medium		
On Site			
Emcee Shout Outs	3 Daily Fri, Sat, Sun	2 Saturday 2 Sunday	1 Saturday 1 Sunday
Branded Poster-Main Gate	Yes*	Yes*	
Festival Admission			
Weekend Passes	10	4	2

Sponsor a Night at the Festival – \$4000 Your name will headline the night's programming, while your associates and customers have a party in prime reserved seating. You will also receive Tier 1 sponsor exposure. Claim your preferred night early for best selection.

Big Top Naming Rights – \$5000 A jointly designed banner featuring your name as the BIG TOP TENT sponsor will be proudly displayed on the tent stage, framing all the major acts throughout the festival, and included in hundreds of audience photos likely to be shared on social media. You will also receive Tier 1 sponsor exposure.

Other Featured Sponsorships Available – Interested in a tailored high-profile sponsorship? We would be happy to discuss opportunities and ideas. The festival is positioned for a higher profile in the coming years, and this could be your time to claim a distinguished role in supporting a homegrown success story.