

Fire & Water MUSIC FESTIVAL

August 2 - 4, 2024

Each August Long Weekend, the community of Lac du Bonnet opens their doors to host the Fire and Water Festival. The Festival celebrates musicians, visual arts, sideshow performers, dancers and artisans. This year marks the 17th festival.

The three stages feature independent music, artist workshops and children programming - fun for all ages.

Voted **Western Canada's Best Outdoor Music Festival** by Get Out There magazine.

The festival has showcased numerous **Juno Award Winner** artist such as: Stephen Fearing, The Duhks, Ridley Bent, Serena Ryder, The Mariachi Ghost, and more.

Our Values

Respect: Volunteers and artists are respected and respectful

Collaboration: We believe in the power of teamwork and will work in partnership to maximize impact.

Accountability: We operate with integrity, transparency and responsibility to earn credibility.

Mission Statement

Our festival will provide a platform for unique, sincere, independent and high-quality Canadian art. The programming of the festival will be a reflection of the best art that Canada has to offer.

Our festival will be a community cornerstone: bringing the community together by providing high-quality arts programming, facilitating support between community groups, and driving economic development within the Lac du Bonnet area.

Vision Statement

Growing and making our festival strong will enable us to better support the arts.

Fire and Water Music Festival will be an iconic Manitoba event.

Provide a cutting edge, extraordinarily, high-quality arts program where our audiences will discover new artists at our festival.



The People Behind the Scenes

The Fire and Water Festival is a non-profit organization run by a dedicated group of volunteers who have committed countless hours to ensure the success of the festival. Consisting of 140 volunteers; the Board of Directors and team of volunteers work diligently to plan, organize and execute all aspects of the Festival.

Economic Development

Attracting over 1000 weekend guests, the festival helps stimulate the growth of tourism and business development in our community through:

- Overnight stays in the local hotels, campsites and rentals
- Increased traffic at local merchants
- Awareness to new visitors coming to our community resulting in potential revisits

Social Development

The festival fosters community pride, inspires creativity, and strengthens relationships among our communities and residents. The festival endeavors to:

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

High Notes

- Organized and run by over 140 volunteers
- Fire and Water receives over 200 band applications every year rapidly; becoming Manitoba's Favorite Music Festival among performers.
- Fans are treated to an experience of a lifetime as performers mingle in the crowd after their performance.
- The event is located at the Lakers Water Ski Club with a beautiful greenspace on the shores of the Winnipeg River.

Sponsorship Opportunities



Naming Rights sponsor - \$3000

Naming rights are available on the following properties:

- Green Room
- Kids Zone
- Main Stage
- Shuttle **SOLD**
- Environmental Mugs
- Campground
- Evening Event Sponsor
- Beer Gardens
- VIP Event
- Entertainment Sponsor
- Big Top Tent **SOLD**

Sponsorship Benefits

- Naming right at the designated sponsorship area
- Activation opportunities in designated sponsorship area and/or on based on pre-approval by the Fire and Water Board
- Opportunity to provide own signage in designated area
- Logo recognition on sponsor wall at the main stage
- Logo recognition at main gate sponsor wall
- Logo recognition on Festival Poster
- Logo recognition in paid advertising
- Logo recognition on year round event posters
- Logo recognition on Fire and Water website
- Opportunity to introduce a band on the main stage
- Social Media Mentions - minimum of 2 posts
- On Stage Mentions - 1 mention per day (3 mentions)
- 8 day passes to the festival
- 2 invites to the VIP Event



Tier 1 sponsor - \$2000

Sponsorship Benefits

- Logo recognition on sponsor wall at the main stage
- Logo recognition at the main gate sponsor wall
- Logo recognition on Fire and Water website sponsor page
- Opportunity to introduce band on the main stage
- Logo recognition on Festival Poster
- Logo recognition in paid advertising
- Logo recognition on year round event posters
- Social Media Mentions - minimum of 2 posts
- On Stage Mentions - 1 mention per day (3 mentions)
- 6 day passes to the festival
- 2 invites to the VIP Event



Tier 2 sponsor - \$1500

Sponsorship Benefits

- Logo recognition on sponsor wall at the main stage
- Logo recognition at main gate sponsor wall
- Logo recognition on year round event posters
- Logo recognition on Fire and Water website sponsor page
- Logo recognition on Festival Poster
- Logo recognition in paid advertising
- Social Media Mentions - minimum of 1 post
- On Stage Mentions - 1 mention on Saturday and Sunday (2 mentions)
- 4 day passes to the festival
- 2 invites to the VIP Event



Tier 3 sponsor - \$1000

Sponsorship Benefits

- Name recognition on logo wall at the main stage
- Name recognition on main gate sponsor wall
- Name recognition on Fire and Water website sponsor page
- Name mention on Festival poster
- Name recognition in paid advertising
- Social Media Mentions - minimum of 1 post
- One - On Stage Mentions
- 2 day passes to the festival
- 2 invites to the VIP Event



Tier 4 sponsorship - \$500 or less

Sponsorship Benefits

- Name recognition on sponsor wall at the main stage
- Name recognition on main gate sponsor wall
- Name recognition on Fire and Water website sponsor page
- Name mention on Festival poster
- Name recognition in paid advertising
- Social Media Mentions - minimum of 1 post
- 2 day passes to the festival



Sponsorship Agreement

We would be delighted to join the Fire and Water Music Festival family of sponsors.

Company Name

Contact Name

Address

Town Postal Code

Email Contact Phone Number

Invoice Required Yes NO

We are interested in sponsoring the following property:

Naming Sponsor - \$3000
(one sponsorship available per property)

We would like naming rights for the following property

Tier 1 - Sponsorship \$2000

Tier 2 - Sponsorship \$1500

Tier 3 - Sponsorship \$1000

Tier 4 - Sponsorship \$500 or less Dollar amount

Please send a high res copy of your logo to: sponsorfnw@gmail.com. Please send cheque for your sponsorship commitment, payable to The Town of Lac du Bonnet. Cheque can be sent to: Town of Lac du Bonnet, ATTN: Fire & Water Music Festival, Box 339, Lac Du Bonnet, MB, R0E 1A0. Charitable receipt available upon request..

Daryl Reimer - Sponsorship Coordinator - Fire & Water Music Festival
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