CW COOP'S - BARRIE PRESENTS

Coop's Fest 2026

Willy's Winter Wonderland Edition

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Help us STAGE the Future!

Every band, every toy, every supporter helps build something bigger.

Two days of live music, building a better home for independent music in Barrie

Friday, December 11 & Saturday, December 12, 2026

CW Coop's - Barrie · 3 Mulcaster St, Barrie, Ontario

SPONSORSHIP PACKAGE

Organized by Just Some Noise, Koncer, Gary From Barrie, and CW Coop's - Barrie
(705) 798-3597 · barriecwcoops@gmail.com · cwcoopsbarrie.com

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REQUEST FOR SPONSORSHIP

Dear Sir or Madam,

This letter is written on behalf of the partners behind Coop's Fest 2026 — Just Some Noise, Koncer, Gary From Barrie, and CW Coop's - Barrie. We are providing you with an opportunity to make a difference in our community by sponsoring **Coop's Fest 2026 — Willy's Winter Wonderland Edition**, our two-day fundraiser on **Friday, December 11 and Saturday, December 12, 2026**.

Coop's Fest 2026 is built on a simple idea: **Help us STAGE the Future.** Every band, every toy, every supporter helps build something bigger. The money raised goes literally toward building a permanent stage at CW Coop's - Barrie — a real home for the local and touring bands who play here — with a holiday toy drive alongside it — every toy collected will be donated to local charities for families here in our community.

CW Coop's - Barrie is a live-music restaurant and bar in the heart of downtown Barrie, hosting bands, comedy, karaoke and community events year-round. Coop's Fest brings that community together for one big winter weekend — Barrie's best DJs at the Friday Night DJ Dance Party, a full day of indie bands at the Saturday Band Bash, a toy drive for local families, and the people of Barrie celebrating the season together.

Your generous support reaps benefits for your organization. You will receive exposure to new customers, and we will display your brand to our community of music lovers, families, and downtown supporters — in the room, on our posters, and across our Facebook and Instagram pages. Your organization will also be seen as one that is actively involved in building Barrie's live music scene and supporting local families.

Included in this package you will find:

- Sponsorship tiers and benefits
- Prize donation options — prizes & giveaways
- Sponsorship application
- Terms and conditions

Thank you in advance for your contribution.

Sincerely,
Jennifer Foster
Owner, CW Coop's - Barrie

About Coop's Fest 2026

Welcome

Coop's Fest 2026 — Willy's Winter Wonderland Edition is a two-day live music fundraiser at CW Coop's - Barrie, 3 Mulcaster St in downtown Barrie, running Friday, December 11 and Saturday, December 12, 2026. Friday night belongs to the Friday Night DJ Dance Party with some of Barrie's best DJs; Saturday is all about the Saturday Band Bash — some of Barrie and the surrounding area's best indie acts, live on the floor the new stage will replace. No big-box headliners, just the real local scene this stage is being built for.

The fest at a glance: Friday, December 11 — Friday Night DJ Dance Party, doors 5:30 PM. Saturday, December 12 — Saturday Band Bash, doors 10:30 AM. All Ages until 10pm. 27 acts. 2 days. One $30 pass. A whole weekend of live music.

Friday DJs: OCizzZle, DJ RedZone, Jinny, UncleSkUncle, Mike Storm, AJ Fate, Reever, O-ZONE.

Saturday bands: Tiff, Sophie Gentle, Cedar, Dave DeCarlo, Neil Parent, Max, Tia Nova, Arrow Planes, Spare Parts, Just Another Day, Barnburner, A Couple Anancies, Angry Spells, Derby, TBA, Absolutely You, Schematic, It Cometh, Tangents.

Tickets: $20 a day advance, $25 door · $30 weekend advance, $40 door.

Participation

Coop's Fest is expected to draw 300 to 400 attendees over the two days from Barrie and across Simcoe County, on top of CW Coop's - Barrie regular community of weekly regulars and live-music fans. Sponsors reach a live audience in the room plus CW Coop's - Barrie followers across Facebook and Instagram.

What Your Sponsorship Builds

Every dollar raised at Coop's Fest 2026 goes toward building a permanent stage at CW Coop's - Barrie — proper sightlines, proper sound, and a stage worthy of the bands who play here and the ones we'll be able to attract. Sponsors aren't just buying logo space; their names go onto the very stage they're helping to build. And every toy collected at the fest will be donated to local charities, helping families in our community have a proper Christmas.

Vendors and Exhibits

Coop's Fest will also feature vendor opportunities for local businesses and makers. See the companion Vendor Package for table details. Sponsors receive priority selection of vendor table space (see tiers).

Businesses can also support the fest by donating a prize for the giveaways — see Donate a Prize below.

Important Dates — all in one place

- Sponsorship & vendor booking and payment deadline – Saturday, November 21, 2026
- Sponsor funds and logo due – within 3 days of written acceptance
- Prize donations drop-off – ideally by Saturday, November 21, 2026, so prizes can be featured properly
- Friday, December 11, 2026 – Friday Night DJ Dance Party, doors 5:30 PM
- Saturday, December 12, 2026 – Saturday Band Bash, doors 10:30 AM, All Ages until 10pm
- Coop's Fest 2026 – Friday, December 11 & Saturday, December 12, 2026

Sponsorship Plan

Sponsorship of Coop's Fest 2026 demonstrates a strong, visible commitment to live music, local business, and families in our community. Every level of support helps us STAGE the future — literally.

Benefits of Sponsorship

By sponsoring this event, you and your organization will receive the following benefits:

- Identity as an organization that supports live music and community in Barrie
- Exposure and awareness of your organization, products, and services
- Opportunity to engage a target audience of 300 to 400 attendees over two days, plus CW Coop's - Barrie social media audience
- Advertisement, business logo and brand recognition included in event materials that will reach thousands across Barrie and Simcoe County
- Recognition as a key supporter of the first-ever Coop's Fest

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OPPORTUNITIES TO SPONSOR

When you and/or your organization commit to participating in Coop's Fest 2026 through sponsorship, we will commit to providing you and/or your organization the following:

Benefits	Diamond $500+	Platinum $250	Gold $125	Silver $50	Bronze $49 or less
Recognition of sponsorship level at the event (stage shout-outs)	Yes	Yes	Yes	Yes	Yes
Organization name & logo on event materials (poster, socials, in-house screens)	Priority placement	Yes	Yes	Yes	Yes
Event advertising (poster & program)	½ page, priority selection	½ page	¼ page	Business card size ad	—
Free event tickets (scaled to sponsorship)	4 tickets	2 tickets	1 ticket	—	—
Priority selection of vendor table space	Yes	Yes	—	—	—
Featured sponsor post on CW Coop's - Barrie Facebook & Instagram	Yes	Yes	—	—	—
Name on the Coop's Fest Honour Wall, displayed at CW Coop's until the next Coop's Fest	Yes	Yes	Yes	Yes	Yes

No HST on sponsorship — the tier prices above are the full amount.

Not a monetary sponsor? Donate a prize instead. Gift cards and donated items power our prize giveaways all weekend long — and prize donors are thanked from the stage and listed in event materials, just like monetary sponsors. See **Donate a Prize — Prizes & Giveaways** below for details.

The Music Scene at Coop's - Barrie — and Why a Stage Matters

CW Coop's - Barrie already bills itself as "Barrie's independently owned wing house & live music venue" — Tourism Barrie calls it "a staple for live bands, open mics, and underground energy" — and the record backs that up:

- **A room promoters choose.** Coop's - Barrie works with a roster of local independent promoters across live music and comedy. The calendar stays full because the people who build Barrie's scene trust this room with their shows.
- **The Youth Musician Spotlight Series.** In 2026, Coop's - Barrie and Just Some Noise opened the room on Sunday afternoons to performers 18 and under — a real stage, a real crowd, and a $5 cover that went straight to the young artists. Tourism Barrie featured the series in its summer live music guide.

- **Three years of Songwriters Night.** For three years, Coop's - Barrie ran a dedicated songwriters night — "an acoustic singer/songwriter night with lots of great artists" — giving local writers a listening room of their own.
- **Music Scene Night.** A Thursday mix-and-mingle for music lovers and industry folks, presented by The Indie Distributor, with a Songwriters Circle that draws singer-songwriters from across the region.
- **Local bands, touring bands, first bands.** Hundreds of acts have played this floor — hometown bands building a following, touring acts routing through Barrie, and artists playing their very first live show (one local artist made her live debut here this October).

And here's the honest part: on a packed night this fall, a fan's photo of the crowd facing the band called the setup what it is — a **"makeshift stage"** by the open door. The scene has outgrown the setup. Coop's Fest 2026 fixes that — a permanent stage for the musicians who've made this room their home, and the next ones coming up behind them.

Sponsor a Specific Part of the Fest

Sponsorship of specific items is just as beneficial as monetary support. Please check all that apply:

☐ The Stage ☐ Sound & Lighting ☐ Band expenses
☐ The Toy Drive ☐ Decorations ☐ Volunteer meals
☐ Prize giveaways ☐ Other _____

Donate a Prize — Prizes & Giveaways

A monetary donation isn't the only way to be part of Coop's Fest. **Donated items and gift cards power the fun all weekend long** — prize giveaways that keep the crowd engaged between sets on both nights — with every prize putting the donor's name in front of **300 to 400 attendees** over the two days.

What makes a great prize:

- Gift cards and gift certificates, in any amount
- Products or merchandise from your business
- Gift baskets, experiences, and services — a dinner for two, a free service, a lesson package
- Tickets, passes, and holiday gifts

What prize donors receive:

- A thank-you from the stage when their prize is drawn
- Their business name listed with the prize at the prize table and in event materials
- Larger donations may also be featured in a silent auction, if one is held

Every prize donated helps build the stage just the same. To donate, check "Prize giveaways" under Sponsor a Specific Part of the Fest above, or contact us at (705) 798-3597 or barriecwcoops@gmail.com. Prizes can be dropped off at CW Coop's - Barrie — ideally by Saturday, November 21, 2026, so we can feature them properly.

APPLICATION TO SPONSOR

We/our Organization would like to support Coop's Fest 2026 — Willy's Winter Wonderland Edition at the following level: ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Specific item (above)

Information as it will appear in written material
Individual or Organization Name: _____
Contact Person: _____
Address: _____
City / Province / Postal Code: _____
Email: _____
Website: _____
Phone: _____

Payment — please submit payment with your application. Sponsorship information will be processed and posted within 30 days of receipt of full payment and written acknowledgment of payment.

☐ Cheque (Payable to CW Coop's - Barrie)
☐ E-transfer to CW Coop's - Barrie (barriecwcoops@gmail.com)
☐ Credit Card: ☐ Visa ☐ Mastercard
Amount: _____
Credit Card Number: _____
Expiry: _____ Security Code: _____
Name on Card: _____

I have read and understand the terms and conditions of sponsorship.
Signature: _____

Return to: Jennifer Foster, CW Coop's - Barrie, 3 Mulcaster St, Barrie, ON — barriecwcoops@gmail.com — (705) 798-3597

Terms & Conditions of Sponsorship

In these terms, "the Organizers" means Just Some Noise, Koncer, Gary From Barrie, and CW Coop's - Barrie, jointly organizing Coop's Fest 2026.

1. All sponsorship is awarded on a first come first serve basis. The Organizers reserve the right to reject any sponsor without explanation.
2. After written acceptance by the Organizers, the sponsor must provide the sponsorship funds, logo image and other details or product within 3 days of receipt of acceptance.
3. Sponsorship is not limited to financial support, and can include the provision of products. If your organization is interested in sponsorship not listed, please contact the Organizers at barriecwcoops@gmail.com or (705) 798-3597.

4. Sponsorship cannot be processed without payment. Payment must be payable in Canadian dollars by cheque, e-transfer or credit card, and payment is to be made to CW Coop's - Barrie. Further payment information can be obtained from (705) 798-3597 or barriecwcoops@gmail.com.
5. Sponsorship opportunities may change. The Organizers will do everything possible to accommodate your sponsorship requests.
6. If for any unforeseen and regrettable reason the event must be cancelled, all efforts will be made to reimburse the sponsor the moneys provided.