



PRAIRIE SONG FOLK CLUB

**2026/27**

**Season One**

**Sponsorship Guide**



**2026/27**

**Season**

**Sponsorship Guide**

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## **About Prairie Song Folk Club**

Prairie Song Folk Club is an initiative of Prairie Song Alliance, an Alberta based live music organization dedicated to strengthening pathways for artists, venues, audiences, and music communities across the province. Through concerts, showcases, open mics, artist development opportunities, and collaborative programming, Prairie Song Alliance works to build stronger and more sustainable live music ecosystems rooted in community and connection.

Prairie Song Folk Club was created as an intimate listening room experience focused on songwriting, storytelling, and meaningful artistic exchange. More than a concert series, the club is designed to become a long term gathering place for Alberta's songwriting community and the audiences who support it.

Prairie Song Folk Club audiences are community minded, culturally engaged, and deeply supportive of local arts and independent businesses. Through Prairie Song Alliance's growing programming footprint and partnerships across Alberta's live music community, sponsors become connected to something larger than a single event or performance.

Prairie Song Folk Club approaches sponsorship as community partnership rather than traditional advertising. We work collaboratively with sponsors to create authentic and meaningful alignment that supports artists, audiences, and Alberta's live music ecosystem.

Prairie Song Folk Club's inaugural season also represents a rare opportunity to help shape a new long term cultural initiative from the ground floor. Early sponsors will play a direct role in helping establish the community, traditions, and artist pathways that will define the club for years to come.



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## **Sponsorship Tiers**

Prairie Song Folk Club offers several sponsorship opportunities designed to accommodate different levels of partnership and community involvement. From supporting a single performance to becoming a foundational partner in the club's long term growth, each sponsorship tier provides meaningful recognition, hospitality opportunities, and connection to Alberta's growing live music community.

All sponsors play an important role in helping Prairie Song Folk Club and Prairie Song Alliance continue building sustainable opportunities for artists and audiences across the province.

### **Founding Season Sponsor - \$15,000**

The Founding Season Sponsor represents the highest level of partnership available within Prairie Song Folk Club's inaugural season. This exclusive opportunity is designed for a single organization or business that wishes to play a meaningful role in helping establish and launch the club during its first year.

Only one Founding Season Sponsor will be selected, reflecting the significance of helping build the foundation of a new long term cultural initiative within Alberta's live music community.

The Founding Season Sponsor will receive prominent recognition throughout the full season, including featured placement on promotional materials, social media acknowledgment, in venue recognition, and verbal acknowledgment from stage at all performances. This partnership also includes a reserved premium table for all season performances with early entry privileges and complimentary tickets throughout the season, along with first option to renew as Season Sponsor in future years.



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## **Series Sponsor - \$5,000**

Series Sponsors support a curated block of three Prairie Song Folk Club performances and play an important role in helping sustain live music, artist opportunities, and community centered cultural programming in Alberta.

Organizations interested in becoming Series Sponsors will be invited to identify their top five preferred performances from the Prairie Song Folk Club season schedule. Sponsors will then be assigned three sponsored performances based on availability and overall season balance.

Series Sponsors receive eight complimentary passes to each sponsored performance, along with reserved seating, early entry privileges, recognition on related promotional materials, social media acknowledgment, and verbal recognition from stage during sponsored events.

## **Event Sponsor - \$1,000**

Event Sponsors help support an individual Prairie Song Folk Club performance and play an important role in sustaining live music and community centred cultural programming in Alberta.

This partnership level is ideal for organizations or businesses looking to support a specific performance, artist, or themed event while building a meaningful connection with Prairie Song Folk Club audiences.

Event Sponsors receive recognition connected to their sponsored performance, including acknowledgment on related promotional materials, social media recognition leading up to the event, and verbal acknowledgment from stage during the sponsored performance. This partnership also includes four complimentary passes with reserved seating and early entry privileges.



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## **In-Kind Sponsor**

Prairie Song Folk Club welcomes in kind sponsorships from organizations and businesses able to provide goods, services, or operational support that contribute meaningfully to the success of the season.

In kind partnerships may include accommodations, printing, hospitality support, transportation, equipment, media support, food and beverage partnerships, or other services that help strengthen the audience and artist experience.

In Kind Sponsors receive recognition relative to the value and scope of their contribution, which may include acknowledgment on promotional materials, social media recognition, verbal acknowledgment from stage, and hospitality opportunities connected to Prairie Song Folk Club performances and events.

## **Hospitality and Sponsorship Details**

Sponsor passes may be used by staff, clients, guests, or community partners unless otherwise specified. Reserved seating and early entry privileges will be coordinated directly with sponsors in advance of each performance.

Additional partnership opportunities and customized sponsorship arrangements may also be available depending on organizational goals and season availability.

For sponsorship inquiries or to discuss partnership opportunities, please contact:

Prairie Song Alliance  
info@prairiesongalliance.ca  
prairiesongalliance.ca  
@prairiesongalliance

**INTRODUCING  SEASON 1**

**PSFC**

**PRAIRIE SONG FOLK CLUB  
AT BISON LODGE**

**FEATURING  
ALBERTA  
ARTISTS**



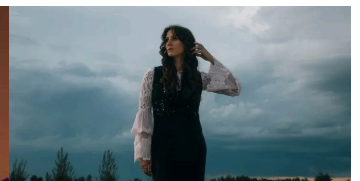
Oct 1 / 26  
Ben Sures &  
Matt Patershuk



Nov 5 / 26  
Mallory Chipman



Dec 3 / 26  
Scott Cook



Feb 4 / 27  
Kaeley Jade



March 4 / 27  
John Hewitt



April 1 / 27  
Leanne Lightfoot



May 6 / 27  
Jay Gilday



June 3 / 27  
Season Finale



**TICKETS AT PRAIRIESONGALLIANCE.CA**

  **@prairiesongalliance**  
  **@prairiesongfolkclub**