



# SKIRTS AFIRE

## FESTIVAL

MARCH 4 - 14  
2021

## SPONSORSHIP PACKAGE

# ABOUT THE FESTIVAL

### What is SkirtsAfire Festival?

Founded by a volunteer board of artists and arts enthusiasts in 2012, SkirtsAfire Festival is Edmonton's only theatre and multidisciplinary arts festival featuring the work of women-identifying and non-binary artists. We present powerful and insightful stories to a diverse audience that is hungry to be moved by passionate performances and exhibitions. Programming reflects the true diversity of the thriving arts community in Alberta and Canada, and is adaptive in its approach in order to remain responsive to the needs of artists and audiences.

### Our Mission

SkirtsAfire empowers, develops, supports and showcases women in the arts. We value the voices of all women. We create and showcase art for everyone to enjoy and experience. We foster an environment for both new and familiar perspectives in our artists and audiences. Our festival provides an opportunity to open minds and escape the mundane and the ordinary.

### Why a festival featuring and elevating the work of women?

The festival was created in response to the severe underrepresentation of professional women in the arts and works to celebrate and elevate the profile of women artists in Edmonton, Alberta, across Canada and beyond. No other festival in Edmonton currently focuses its efforts solely on supporting the work of women artists. Since our humble beginnings in 2012, we are finding our festival more relevant now than ever before and are proud to offer a platform for all the talented women in the arts here in Edmonton. SkirtsAfire Festival values diversity in the women we represent and therefore welcomes women artists of all diverse backgrounds including trans women, self-identifying women, non-binary people, the 2SLGBTQIA+ community, all ethnicities and all abilities.

### Our response to COVID-19

As we have come to learn during this pandemic, art is important. That is why we are working hard to be one of the first festivals in Edmonton to bring live performances back to an audience hungry for inspiring, passionate, and important stories in the safest way possible. The health and safety of our artists, audience, and staff are top priority and we are taking the necessary steps to ensure this through policies, procedures, additional staff and equipment.

### When and where does it happen?

Running in conjunction with International Women's Day in early March each year, and embracing Edmonton's winter city spirit, SkirtsAfire Festival takes place over 10 days at various venues around Edmonton. For 2021, we are minimizing programming and venues in order to ensure our health and safety protocols are well monitored and executed. We are excited to be returning to the Westbury Theatre in the ATB Financial Arts Barns as our main venue, with pop-up performances and events taking place around Whyte Avenue.

### We need your help!

Thank you in advance for taking the time to consider our sponsorship opportunities. As a Non-Profit Charitable Organization, we rely on generous businesses like you to continue fostering our growing festival within this thriving community.

[partnerships@skirtsafire.com](mailto:partnerships@skirtsafire.com) | (780) 660-7309 | [www.skirtsafire.com](http://www.skirtsafire.com)

# SPONSORSHIP OPPORTUNITIES



**Get involved!** Our festival offers incredible new COVID-safe sponsorship opportunities and great visibility to help make your support of the arts known! We offer a variety of sponsorship benefits that can be customized to suit your business' main goals. **Let's not just build a package, let's build a partnership.**

## SKIRTS AFIRE TITLE SPONSOR - \$10,000-\$15,000

- Option to include your business' name in the festival title
- Clickable logo (350px x 175px) prominently placed in the header of skirtsafire.com, beside SkirtsAfire's logo (visible on every page of the site)
- A Note from our Title Sponsor automatic pop-up window on skirtsafire.com
- Level "A" Ad featured in our digital programs that will be projected prior to all events (see pg 3 for details)
- Logo prominently placed at the top of all festival posters
- Acknowledgement and speaking opportunity at the Festival Media Launch and Opening Ceremonies
- Acknowledgement as Title Sponsor in all festival media interviews and at all festival events
- Opportunity to display banner at the festival (provided by you)
- Acknowledgement prior to all festival events
- VIP seating at the festival (when booked in advance) and 8 complimentary tickets to the MainStage Play's opening night performance/reception

## SILK SKIRT - \$5000 (1 AVAILABLE)

### Sponsor the Westbury Theatre & Festival Survey

- Large clickable logo or ad (350px x 350px) on footer of every page of skirtsafire.com (1 of 3 available)
- Level "A" Ad featured in our digital programs that will be projected prior to all events (see pg 3 for details)
- Logo and acknowledgement on all Westbury Theatre event website pages
- Logo on all Survey marketing materials as well as prominently displayed on the digital Survey
- Logo on festival posters
- Acknowledgement at the festival's Opening Ceremonies and as Venue Sponsor at each festival event in the Westbury Theatre
- Acknowledgement in all festival media related to events in the Westbury Theatre
- Opportunity to display banner in the Westbury Theatre Lobby (provided by you)
- 6 complimentary tickets to the MainStage Play's opening night performance/reception

## Sponsor an Artist - \$500

- Rotating clickable ad (300px x 300px) on skirtsafire.com (subject to availability)
- Logo on a shared slide in our digital programs that will be projected prior to all events
- Logo on skirtsafire.com with Sponsored Artist's festival event page
- Acknowledgment at Artist's festival event
- Personal thank you card from Sponsored Artist
- 2 complimentary tickets to the MainStage Play

## PRINCESS SKIRT - \$2,500 (1 Available)

**MainStage Production Sponsor** - An opportunity to sponsor the festival's MainStage production that has 8 performances.

- Large clickable logo or ad (350px x 350px) on footer of every page of skirtsafire.com (1 of 3 available)
- Level "B" Ad featured in our digital programs that will be projected prior to all events (see pg 3 for details)
- Logo and acknowledgement on MainStage website page and festival posters
- Acknowledgement at the festival's Opening Ceremonies
- Acknowledgement on all printed promotional and marketing materials for the MainStage Play
- Acknowledgement at the beginning of each performance of the MainStage Play
- Opportunity to display banner at the MainStage Theatre (provided by you)
- 4 complimentary tickets with VIP seating to the MainStage Play opening night performance/reception

## TRUMPET SKIRT - \$2,000 (1 Available)

### T-Shirt Sponsor

- Large clickable logo or ad (350px x 350px) on footer of every page of skirtsafire.com (1 of 3 available) and prominently on merchandise website shop
- Logo exclusively on our festival t-shirts given to all festival staff and volunteers, and available for patrons to purchase
- Level "C" Ad featured in our digital programs that will be projected prior to all events (see pg 3 for details)
- 2 complimentary festival t-shirts
- Acknowledgement at the festival's Opening Ceremonies
- 4 complimentary tickets to the MainStage Play

## CRINOLINE SKIRT - \$1,500 (9 AVAILABLE)

### Sponsor an Event

- Rotating clickable ad (300px x 300px) on skirtsafire.com and prominently on Sponsored Event web page
- Logo on festival posters
- Level "C" Ad featured in our digital programs that will be projected prior to all events (see pg 3 for details)
- Acknowledgment at Sponsored Event
- 2 complimentary tickets to the MainStage Play
- 2 complimentary tickets to your Sponsored Event

# SPONSORSHIP PROGRAM ADVERTISING



For the health and safety of our patrons and staff, we will be displaying a digital program on a 25'x25' screen in the Westbury Theatre that will play for 15 minutes prior to every festival event in the space. We are offering **FULL PAGE AD** spaces that will be sure to make your support for the arts known!

Level	Cost	Time displayed	Shown within 15 minutes	Total Screentime
A	\$200	20 seconds	5 times	100 seconds
B	\$150	15 seconds	3 times	45 seconds
C	\$100	10 seconds	2 times	20 seconds
D	\$75	10 seconds	1 time	10 seconds

Up to 931 engaged patrons in attendance

## Production Specs

- SkirtsAfire advertising booking deadline: **December 18, 2020**
- SkirtsAfire artwork deadline: **January 8, 2021**
- Ad size is 1024 x 768 px
- Text size should be no less than 18pt and no more than 50 words
- Submit completed ad artwork in colour in JPEG, PDF, or PNG format
- Videos and animations with no sound can also be accepted
- SkirtsAfire will assume no responsibility for errors on provided files or signed approvals
- SkirtsAfire can design your ad for an additional charge of \$175
- Logos must be supplied as vector eps or pdf files with all fonts outlined (JPEG and PNG files must be no smaller than 1024 x 768 px)



If you are interested in sponsoring SkirtsAfire Festival, or would like more information, please contact:

**Vanessa Wilson, Partnerships Coordinator | [partnerships@skirtsafire.com](mailto:partnerships@skirtsafire.com) | 780 660-7309**