



SKIRTS AFIRE

CELEBRATING 10 YEARS! MARCH 3-13 2022

SPONSORSHIP PROPOSAL 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 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 is a diverse and inclusive theatre and multidisciplinary arts festival that empowers its artists. We value the voices of all women. We create and showcase art for everyone to experience and enjoy. We foster a collaborative environment for both new and familiar perspectives in our artists and audiences. Our festival provides an opportunity to open and transform minds; turning the ordinary into extraordinary.

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 artists we represent and therefore welcomes artists of all diverse backgrounds, including cis and trans women, non-binary people, the 2SLGBTQIA+ community, and of 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 continue to monitor the ever-changing climate so we can 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 in Old Strathcona. We are excited to be returning to the Westbury Theatre in the ATB Financial Arts Barns as our main theatre 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.

manager@skirtsafire.com

| (780) 994-7288

| www.skirtsafire.com

SPONSORSHIP OPPORTUNITIES



Get involved! Our festival offers incredible 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.**

SKIRTSAFIRE TITLE SPONSOR - \$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 along with our Treaty Acknowledgement
- Level "A" Ad featured in our digital programs that will be projected prior to all events in the Westbury Theatre (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

PRINCESS SKIRT - \$10,000 (1 Available)

Ayita MainStage Production Sponsor - An opportunity to sponsor the festival's MainStage production that has 10 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)
- 6 complimentary tickets with VIP seating to the MainStage Play opening night performance/reception

SILK SKIRT - \$5000 (2-1 AVAILABLE)

Venue Sponsor (Westbury Theatre or Army & Navy)

- 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
- Logo and acknowledgement on all Sponsored Venue event website pages
- Logo on festival posters
- Acknowledgement at the festival's Opening Ceremonies and at the Opening Night performances of your Sponsored Venue
- Opportunity to display banner in the Sponsored Venue (provided by you)
- 4 complimentary tickets to the MainStage Play's opening night performance/reception

LINEN SKIRT - \$3,000 (1 Available)

Ayita Workshop & Interactive Art Installation Sponsor

- Sponsor 10 Indigenous youth to attend a Workshop
- Rotating clickable logo or ad (300px x 300px) on skirtsafire.com
- Level "C" Ad featured in our digital programs that will be projected prior to all events (see pg 3 for details)
- Logo on festival posters and acknowledgement on event website pages
- Opportunity to display banner at the MainStage Theatre Lobby next to Interactive Installation and in Workshop studio (provided by you)
- 4 complimentary tickets with VIP seating to the MainStage Play opening night performance/reception
- Acknowledgement on the Opening Night performance of the MainStage play

TRUMPET SKIRT - \$2,500 (1 Available)

T-Shirt Sponsor

- Clickable logo or ad (300px x 300px) on skirtsafire.com 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 (8 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
- Acknowledgement at Sponsored Event
- 2 complimentary tickets to the MainStage Play
- 2 complimentary tickets to your Sponsored Event

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

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

Production Specs

- SkirtsAfire advertising booking deadline: **December 17, 2021**
- SkirtsAfire artwork deadline: **January 7, 2022**
- 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:

Brianne Jang, Managing Director | manager@skirtsafire.com | 780 994 7288