



# SKIRTS AFIRE

## FESTIVAL

FEB 29 - MAR 10  
2024

## SPONSORSHIP PROPOSAL ABOUT THE FESTIVAL

### What is SkirtsAfire Festival?

Founded by a volunteer board of artists and arts enthusiasts in 2012, SkirtsAfire Festival is a theatre and multidisciplinary arts festival featuring the work of women. 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.

### 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 11 days at various venues in Old Strathcona with pop-up performances and installations 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](mailto:manager@skirtsafire.com) | (780) 994-7288 | [www.skirtsafire.com](http://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.**

## TITLE SPONSOR - \$18,000 (1 Available)

- 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
- Full Page Ad featured on the front inside cover in our festival programs (see pg 3 for details)
- Logo exclusively on our festival T-Shirts given to all festival staff and volunteers, and available for patrons to purchase
- Logo prominently placed on all printed marketing materials
- Acknowledgement and speaking opportunity at the Festival 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)
- VIP seating at the festival (when booked in advance) and 8 complimentary tickets to the MainStage Play's opening night performance/reception

## PRINCESS SKIRT - \$12,000 (1 Available)

**MainStage Production Sponsor** - An opportunity to sponsor the festival's MainStage production that has 11 performances

- Full Page Ad in our festival programs (see pg 3 for details)
- Logo and acknowledgement on MainStage website and program pages and festival posters
- Acknowledgement at the festival's Opening Ceremonies
- Acknowledgement on all printed promotional and marketing materials for the MainStage Play
- Verbal 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 (4 Available)

**Venue Sponsor**

- Full Page Ad in our festival programs (see pg 3 for details)
- Logo and acknowledgement on all Sponsored Venue event website and program 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

## RIBBON SKIRT - \$8,000 (1 Available)

**Indigenous Programming Sponsor (2 public performances and 2 student matinees)**

- Sponsor the curated live performance events and workshops featuring Indigenous artists with a focus on reaching an audience of Indigenous youth
- Half Page Ad in our festival programs (see pg 3 for details)
- Logo on festival posters and acknowledgement on event website and festival program pages
- Opportunity to display banner in the Venue that houses our Indigenous programming for the duration of the festival
- Acknowledgement at the festival's Opening Ceremonies
- Acknowledgement at the beginning of each performance
- 4 complimentary tickets with VIP seating to the Indigenous Programming public performance

## LINEN SKIRT - \$8,000 (1 Available)

**"The Shoe Project" Sponsor (3 performances)**

- Sponsor the live performances of immigrant and refugee newcomers sharing their stories of coming to Edmonton
- Half Page Ad in our festival programs (see pg 3 for details)
- Logo on festival posters and acknowledgement on event website and festival program pages
- Opportunity to display banner in the Venue that houses "The Shoe Project" for the duration of the festival
- Acknowledgement at the festival's Opening Ceremonies
- Acknowledgement at the beginning of each performance
- 4 complimentary tickets with VIP seating to the "The Shoe Project"

## CRINOLINE SKIRT - \$2,500 (8 AVAILABLE)

**Sponsor an Event**

- Logo and acknowledgement on Sponsored Event website and festival program pages
- Logo on festival posters
- Quarter Page Ad in our festival programs
- Verbal acknowledgement at Sponsored Event
- 2 complimentary tickets to the MainStage Play
- 2 complimentary tickets to your Sponsored Event

## Sponsor an Artist - \$500

- Business listing in the festival program
- Acknowledgement in the festival program with sponsored artist and at artist's festival event
- Logo on skirtsafire.com with Sponsored Artist's festival event page
- Personal thank you card from Sponsored Artist
- 2 complimentary tickets to the MainStage Play

# SPONSORSHIP PROGRAM ADVERTISING



## Production Specs

- SkirtsAfIRE advertisting booking deadline: **December 16, 2023**
- SkirtsAfIRE artwork deadline for materials: **January 6, 2024**
- All ads are colour, no bleeds
- Submit completed ad artwork in press-quality PDF format or 300dpi tiff to size
- SkirtsAfIRE will assume no responsibility for errors on provided files or signed approvals
- SkirtsAfIRE can design your ad for an additional charge of \$175
- Images must be 300dpi at 100%, supplied as tiffs
- Logos must be supplied as vector eps or pdf files with all fonts outlined

## Program Advertising

## Dimensions (wxh)

Full Page	\$400	5"x7.75"
Half Page	\$300	5"x3.75"
Quarter Page	\$200	5"x1.75"
Logo Placement	\$150	1.5"x1.75"

Approximately 1000 copies printed

**FULL PAGE: 5" X 7.75"**

**HALF PAGE: 5" X 3.75"**

**QUARTER PAGE: 5" X 1.75"**

**LOGO  
PLACEMENT:  
1.5" X 1.75"**

\*Not to scale

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

**Brianne Jang, Managing Director | [manager@skirtsafire.com](mailto:manager@skirtsafire.com) | 780 994 7288**