

Sponsorship & Advertising Guide

For more than a quarter of a century, the Dawson City Music Festival has been presenting some of the most exciting and dynamic music from across Canada and around the world to enthusiastic audiences of all ages. What began as an intimate gathering on a private farm has become the most anticipated event of the Yukon summer, attracting hundreds of music lovers from the Yukon and beyond for a three-day celebration of music, dancing and good times with family and friends.

Canada's tiny, perfect festival.

The Georgia Straight

Taking over Dawson City for three days each July, the Festival showcases an eclectic mix of musical performances on five daytime stages and two evening stages, featuring established names such as Bruce Cockburn, Blue Rodeo and the Barenaked Ladies alongside hot up-and-comers and the best and the brightest of the Yukon's own music scene. The Festival also features special family and children's concerts and activities, free outdoor concerts and workshops, independent vendors selling original and imported crafts, clothing and jewelry, an outdoor beer garden open to all, and so much more!

With a combination of great music, professional production, legendary hospitality, hundreds of dedicated volunteers and one of the most appreciative and enthusiastic audiences around, the Dawson City Music Festival really is "Canada's tiny, perfect festival!"



Why Invest?

The Dawson City Music Festival provides one of the best target markets in the Yukon. Our audience is educated, affluent, and diverse, and our various levels of sponsorship offer a range of options to help you get your message out. There is no better place to convey your message so effectively to so many people.

The Festival has strong community support, relying on 400+ dedicated volunteers in a town of 2000 to contribute thousands of hours annually to help create a fun, safe, and friendly family event.

The Festival injects more than a half a million dollars into the economy annually, including more than \$400,000 spent by visitors in Dawson City over the course of the festival weekend.

The Festival contributes to Yukon culture - an exportable commodity. We help develop our own homegrown talent alongside the name acts we bring in and are proud to play a major part in Yukon music gaining popularity across the country - and beyond!

The Festival puts Dawson City and the Yukon on the map! Our artists come from around the world, our audience comes from across North America, and we attract media attention from outlets such as CBC Radio & TV, Global TV, The Globe and Mail, The National Post, The Montreal Gazette, The Ottawa Citizen and the San Francisco Chronicle.

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DAWSON CITY MUSIC FESTIVAL

Every band in Canada either loves the Dawson City Music Festival or wants to be invited. Anyone who has ever been there wants to go back. Not only for the music, but for the town and the territory. Maybe for the summer. Maybe longer.

Edmonton Journal

Advertising

The DCMF Program Guide:

<p>Full Page Ad 10" x 3.75" \$500</p> <p>Prices do not include GST Inside Covers = Price + 10%</p>	<p>1/2 Page Ad - 5.2" x 3.75" \$350</p>
	<p>1/4 Page Ad - 2.5" x 3.75" \$200</p>
	<p>1/8 Page Ad - 1.5" x 3.75" \$110</p>






4.25" x 11" booklet

1500 copies printed

Just the Facts

- 25+ acts from across Canada and beyond
- 5 daytime stages
- 2 evening stages
- 400 volunteers
- 1100 paid passes per day

Where does our audience come from?

Whitehorse	50%	
Dawson City	20%	
Alaska	15%	
South of 60 & Europe	10%	
Other Yukon & North	5%	

Sponsorship Benefits

Sponsorship Level	Benefactor \$3000+	Patron \$2000+	Supporter \$1000+	Friend \$500+	Donor \$100+
Program Guide Display Advertising	1/2 pg	1/4 pg	1/8 pg	50%	50%
Program Guide Recognition	logo	logo	logo	logo	name
Thank-you Ad Recognition	logo	logo	logo	logo	name
Proud Sponsor Signage for Business	✓	✓	✓	✓	✓
Proud Sponsor Signage On-Site	✓	✓	✓		
DCMF Website Recognition	logo link banner	logo link banner	logo link	logo link	
Recognition on Sponsor Banners	✓	✓	✓	✓	
Logo on Tickets	✓	✓	✓		
Logo in Print Advertising	✓	✓			
MC Recognition	✓	✓			
Your Banner On-Site	✓	✓			
Logo on Wristbands	✓				
Festival T-Shirts	3	2	1		
Invitations to Dinner With Performers	6	4	2		
Festival Passes	4	4	2	1	
Festival Guest Passes	2				

Who Sponsors the Festival?

Benefactors

Big Rock Brewery	City of Dawson
Bonanza Market	Community Development Fund
Canada Council for the Arts	Klondike Visitors Association
Canadian Heritage	Lotteries Yukon
CBC North	Yukon Arts Funding Program

Patrons

Bombay Peggys	Total North Communications
Grenon Enterprises	Westmark Inn
Midnight Sun Coffee Roasters	Yukon Energy
Northwestel	Yukon Film & Sound
SOCAN Foundation	Commission

Supporters

Air North	Look North Productions
Bicknell Design	Norcan Leasing
Downtown Hotel	Steve's Music
Klondike Infotech	Triple J Hotel
Klondike Kate's	Yukon News

Friends

l'Association Franco-Yukonaise	Maximilian's
Bird's Eye Design	River View Hotel
Great Northern Sportswear	Westminster Hotel