


# ABOUT THE FESTIVAL



**JULY 22 - AUGUST 8**

Since 1979, Festival of the Sound has been a premier summer music destination on the shores of Georgian Bay, presenting world-class chamber and classical performances at the Stockey Centre for the Performing Arts in Parry Sound. Each year, we welcome thousands of engaged patrons from across Ontario and beyond, combining artistic excellence with a stunning natural setting, strong tourism draw, and deep community roots.

 *Brings the community together; the live experience; amazing performers; chance to volunteer and give back and meet people; showcases the beauty of Parry Sound and the Stockey Centre, and I love live music and performance!"*

*-Festival Patron*

**Festival of the Sound believes in the power of partnership.** We are proud to be the second largest driver of tourist dollars to the Parry Sound region and are committed to deepening our local engagement and impact through strong community partnerships. Our sponsors benefit from high-value brand visibility, meaningful community investment, and powerful alignment with innovation, creativity, and cultural leadership.

**Sponsors help us engage the community in meaningful ways through music and allow us to contribute to the overall health of the Parry Sound region's economy by generating tourism.**

Festival of the Sound relies on the generosity and support of our sponsors to deliver outstanding programming while maintaining affordability for local residents and attracting tourists to the region.

# OUR REACH



Festival of the Sound is one of Canada's most respected summer classical music festivals, known for artistic excellence, enduring community support, and a loyal, engaged audience. Each season, the Festival brings together world-class performers and passionate patrons in a unique cultural setting that inspires repeat attendance and meaningful connection.

## FOLLOWERS

2,700

Across all social media platforms

## SUBSCRIBERS

2,400

To our monthly newsletter

## POSTERS

400

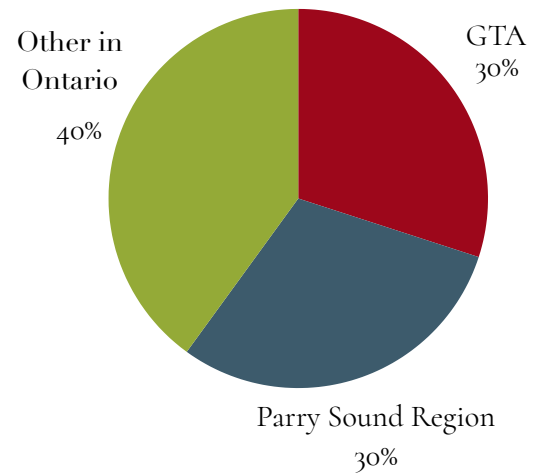
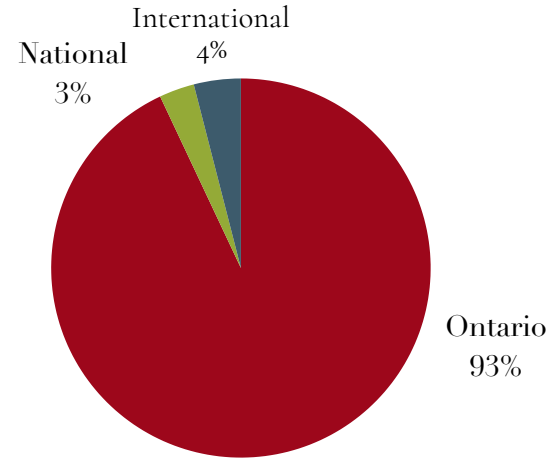
Distributed annually

## TICKETS

5,000

Sold last year

## Our Patrons



- ▶ Festival patrons are primarily aged 60+
- ▶ Last year, the Festival involved over 200 performers in its production
- ▶ 83% of patrons stay in the Parry Sound area typically from 2 days to a week while attending the Festival

# WAYS TO SUPPORT THE FESTIVAL

Festival of the Sound offers a range of sponsorship options designed to provide meaningful brand visibility while supporting exceptional artistic programming and community engagement. Each level offers distinct benefits and opportunities to connect with audiences in a unique and impactful way.

## Artist Sponsor

Show your support for a specific artist performing at the Festival

**\$1,500**

Artist Sponsor

## Corporate Donation

If sponsorship isn't the right path for you, you can still support the Festival with a gift of any amount that works for you.

**Any Amount**

Corporate Donation

## Concert Sponsor

Underwrite a concert, or series of concerts, during the Festival

**\$5,000**

Opening or Closing Concert

**\$3,000**

Evening Concert

**\$2,000**

Musical Cruise

**\$1,000**

Daytime Concert

## Organizational Sponsor

Support the Festival year-round by being an organizational sponsor

**\$5,000 - \$9,999**

Presto

**\$10,000 - \$14,999**

Prestissimo

**\$15,000 - \$19,999**

Prestissimo+

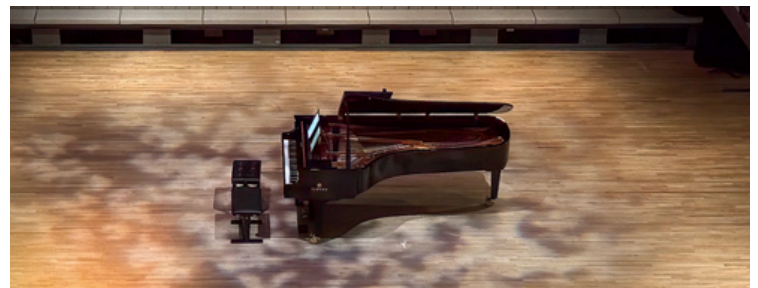
**\$20,000+**

Lead Sponsor

## DONATION BENEFITS

The Festival appreciates all levels of support, no matter the amount, which is why every donor receives the following benefits:

- Raise your brand awareness
- Demonstrate support of community, and the arts
- Name included in Festival programme
- Name included on the Festival website
- Inclusion in a list of local businesses shared with patrons



Consider donating to our  
**Silent Auction**

We kindly invite your company to contribute an item or experience to our silent auction in support of the Festival's education programming.

Contact [saffera@festivalofthesound.ca](mailto:saffera@festivalofthesound.ca)

# SPONSORSHIP BENEFITS



## Artist Sponsor

*Show your support for a specific artist performing at the Festival*

- Name listed in Festival programme
- Name on shared sign in the lobby at all Festival events
- Acknowledgement from the stage
- Logo on marketing poster
- Mention in social media posts
- Name listed on the Festival of the Sound website
- Invitation to donor reception
- Autographed poster signed by your artist(s)
- Inclusion in a list of local businesses shared with patrons
- Plus...4 tickets to a performance featuring your artist(s)

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## Concert Sponsor

*Underwrite a concert, or series of concerts during the Festival*

- Name listed in Festival programme
- Name or Logo on a dedicated sign in the lobby at your sponsored event
- Acknowledgement from the stage
- Logo on marketing poster
- Mention in social media posts
- Name listed on the Festival of the Sound website
- Invitation to donor reception
- Inclusion in a list of local businesses shared with patrons
- Plus...4 tickets to the performance

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Ready to partner?

Contact [saffera@festivalofthesound.ca](mailto:saffera@festivalofthesound.ca) for questions and next steps

# SPONSORSHIP BENEFITS

	<i>Presto</i> \$5,000-\$9,999	<i>Prestissimo</i> \$10,000-\$14,999	<i>Prestissimo+</i> \$15,000-\$19,999	<i>Lead Sponsor</i> \$20,000+
<b>Pre-Event</b>				
Logo on marketing poster	✓	✓	✓	✓
Name on Festival website	✓	✓	✓	✓
Invitation to donor reception	✓	✓	✓	✓
<b>At Event</b>				
Name on a large pop up banner in the lobby at all Festival events, year-round	✓	✓	✓	✓
On-stage acknowledgement	✓	✓	✓	✓
Complimentary tickets to any Festival event	5	10	15	20
Free advertisement in Festival programme	¼ page	¼ page	½ page	Full page
Listing in Festival programme	Name	Logo	Logo	Logo
Digital or print acknowledgement	Social Media acknowledgement and 1 mention in the Festival Newsletter	Social Media acknowledgement and 3 mentions in the Festival Newsletter	Social Media acknowledgement and 6 mentions in the Festival Newsletter	Social Media acknowledgement and a mention in every Festival Newsletter
Acknowledgement as lead season sponsor				✓
<b>Post-Event</b>				
Acknowledgement in AGM	Written	Written	Written	Verbal

Organizational sponsorships are negotiable. Tell us what is important to you!

Ready to partner?

Contact [saffera@festivalofthesound.ca](mailto:saffera@festivalofthesound.ca) for questions and next steps

# SPONSORSHIP CONTRACT



## Contact Information

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## PUBLIC LISTING

As Above     Anonymous     Other \_\_\_\_\_

## Payment Method

etransfer (sent to donation@festivalofthesound.ca)     Mastercard     Visa

Cheque (payable to Festival of the Sound)

Credit Card # \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name on Card \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

Total Sponsorship	\$ _____	Sponsorship:
HST (13%)	\$ _____	
Total Cost	\$ _____	

## Sponsorship Options

- Lead Sponsor \$20,000+

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- Prestissimo+ \$15,000-\$19,999

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- Prestissimo \$10,000-\$14,999

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- Presto \$5,000-\$9,999

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- Opening or Closing Concert \$5,000

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- Evening Concert \$3,000

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- Musical Cruise \$2,000

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- Daytime Concert \$1,000

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- Artist Sponsor \$1,500

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- Corporate Donation Any Amount

## I Would Like To Sponsor The Following:

Sponsorship: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Specificity preference for artist, performance, or date: \_\_\_\_\_

\_\_\_\_\_

### PLEASE NOTE:

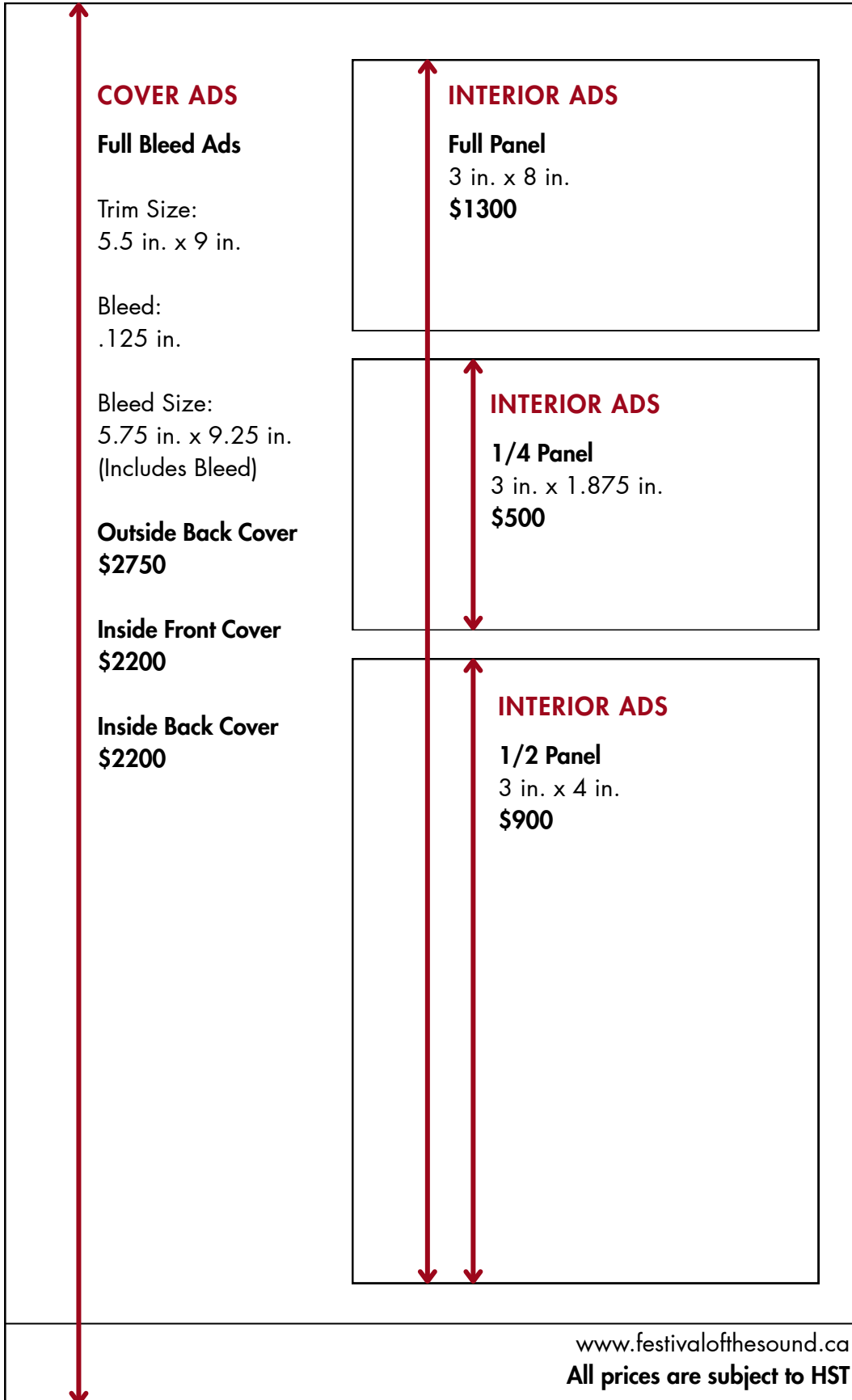
Sponsorship requests for specific artist, performance, date etc. will be taken into consideration and met to the best of our ability on a first come first serve basis. However, Festival of the Sound cannot guarantee any specifics with regards to artist, date, performance etc.



Festival Station Office  
 1 Avenue Road, Parry Sound, ON P2A 2A6  
 705.746.2410  
 info@festivalofthesound.ca

*Thank you for supporting Festival of the Sound!*

# PROGRAMME ADVERTISING RATES



## AD SUBMISSIONS

### RECOMMENDED FORMAT

PDF: PDF /X1a:2001

## IF WE CREATE AD

### DIGITAL IMAGES SUPPLIED

JPEG, PNG, or PSD/TIFF: 300 dpi  
Please note that digital files from websites are not suitable for print due to low resolution.

LOGOS: Preferred file is a vector file.

Illustrator file (ai) (eps) or PDF.

Production costs may apply - \$60.

## DEADLINES

AD BOOKING: May 4

ARTWORK: May 29

## TERMS

1) The Purchaser (business representative) acknowledges that the Seller (Festival of the Sound) in its discretion shall be entitled to do any or all of the following:

(a) alter artwork supplied by the Purchaser in order to conform to mechanical specifications, with approval from the Purchaser; and/or

(b) place the word 'advertisement' or 'advertorial' on any copy which in the Seller's opinion too closely resembles editorial matter.

2) The advertiser is responsible for supplying artwork by the date specified by the Seller and if the Seller is requested to provide any material or labour to produce the advertisement the Purchaser will be invoiced accordingly, with terms of payment in accordance with Clause 3.

3) Payment terms unless otherwise negotiated with the Seller:

(a) payment in full of the agreed sum shall be made to the Seller on or before the material deadline date.

(b) if full payment is not received by the due date, the Publisher reserves the right not to proceed with the contract.

(c) cancellations of advertising orders are not possible after 7 days from the material deadline unless the Publisher agrees in writing. A cancellation fee of 50% of the contract becomes immediately payable and due.

(d) the Seller may charge interest on any amount outstanding at the rate of 1.5% per month.



**FESTIVAL STATION OFFICE**  
 1 Avenue Road, Parry Sound, ON P2A 2A6  
**PHONE** 705.746.2410  
**EMAIL** info@festivalofthesound.ca

# Programme Advertising

## Contact Information

**Company** \_\_\_\_\_

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province** \_\_\_\_\_ **Postal Code** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

## Advertising

- Please create a new ad (fees apply)  New ad supplied by purchaser
- Please make the following changes to my previous ad  Please repeat my previous ad
- ¼ Panel  ½ Panel  Full Panel  Inside Back Cover  Inside Front Cover  Outside Back Cover

### Notes

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Payment Method

- etransfer [sent to donation@festivalofthesound.ca]
- Cheque [payable to Festival of the Sound]
- Mastercard
- Visa

**Credit Card #** \_\_\_\_\_

**Expiry Date** \_\_\_\_\_ **CVV** \_\_\_\_\_

**Name on Card** \_\_\_\_\_

### Signature

<b>Cost for Space Reserved</b>	\$
<b>Production Cost</b> (if applicable)	\$
<b>Subtotal</b>	\$
<b>HST (13%)</b>	\$
<b>Total Cost</b>	\$

# Silent Auction

## Contact Information

**Company** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Province** \_\_\_\_\_ **Postal Code** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

### PUBLIC LISTING

- As Above  Anonymous  Other \_\_\_\_\_

## Donation Information

**Item** \_\_\_\_\_

**Product Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Fair Market Value** \_\_\_\_\_ **\$** \_\_\_\_\_

*Thank you for supporting Festival of the Sound!*