



***The Victoria BC Ska Society Invites You To
Take Part In Victoria's 11th Annual Ska Fest!***

Victoria Ska Fest is the largest festival of its kind in Canada and the longest running annual Ska Festival in North America, celebrating 11 years! As **Victoria Ska Fest** approaches yet another exciting four days - bringing our fans the best ska, reggae, dancehall, rock, punk, jazz, latin, soul and funk performances from around the world - this year is sure to be our biggest and best festival ever. The festival will run July 7th to 10th, 2010 with various performances taking place at a great mix of venues throughout Victoria including The Victoria Curling Club and Ship Point at Victoria's Inner Harbour.

Going into our 11th year, we have continued to be embraced with open arms by our local community and those throughout Canada and the world. Each year the festival becomes larger in size and scope. Also, each year the partnerships we have made continue to strengthen and the opportunities and visibility for our sponsors grow. Please take a moment to review the sponsorship levels below and find the fit best suited for your organization. Remember, all details are further negotiable and we are open to any suggestions you may have in creating a package to meet your particular needs. Please find all contact info on the following pages. The **Victoria Ska Fest** looks forward to partnering with your organization or business.

SKA FEST SPONSORSHIP OPPORTUNITIES

Please note: If your organization is considering supporting **Victoria Ska Fest** with an In-Kind or Media Sponsorship the level of sponsorship will be individually negotiated based on your product or service. The following levels of sponsorship are specifically based on cash donations.



PLATINUM
Negotiated
Amount



GOLD
\$2500+



SILVER
\$1500+



BRONZE
\$500+

	PLATINUM Negotiated Amount	GOLD \$2500+	SILVER \$1500+	BRONZE \$500+
• Prominent logo placed on large festival banner to be displayed on stage at all Ska Fest performances.	●			
• Your company banner placement at all performances throughout the festival.	●	●	●	
• Logo placement on Ska Fest posters & flyers (approx. 12,000+).	●	●	●	●
• Logo placement on Ska Fest print advertisements.	Approx. 12 Ads	Approx. 10 Ads	Approx. 5 Ads	
• Tickets to various Ska Fest shows including Grand Finale Concert.	16 Tickets	12 Tickets	8 Tickets	4 Tickets
• Live Mention at Grand Finale Concert.	●	●		
• Special on-air mentions acknowledging sponsorship on various radio programs on CFUV 101.9 FM.	●			
• Sponsorship logo placement on the official Ska Fest program & website (www.victoriaskafest.ca).	●	●	●	●
• Opportunity to purchase a print advertisement in the official Ska Fest colour program at discounted rate. (please see ad rates attached).	●	40% Discount	30% Discount	15% Discount
• Prominent logo/link placement in the Ska Fest e-newsletter distributed to a growing list of devoted readers.	●	●	●	
• Opportunities to negotiate links to your business and/or promotions (at a fee) to be hosted in the Ska Fest e-newsletter distributed to over 600 members and growing (please see details attached).	●	●	●	●
• Live mention at all festival performances.	●	●		
• Live mention on CFUV 101.9 FM.	●	●	●	
• Verbal mentions at free festival presentations.	●	●	●	
• Permissions are negotiable to set-up sampling/promotional area at selected Ska Fest events.	●	●		
• May receive product/service exclusivity at Ska Fest.	●			
• Rights to negotiate specialized and/or exclusive advertisements in print or broadcast promotions, which will align your organization with Ska Fest (cross-promotion).	●			

SKA FEST E-MARKETING OPPORTUNITIES

E-mail marketing is one of the most powerful marketing tools available to businesses of all types and sizes. No matter how you define success, you can achieve outstanding results with e-mail marketing while investing only a small amount of time and an even smaller amount of money.

Make use of the **Victoria Ska Fest** e-mail and website to communicate directly to our 600+ members about your business' products and services. We can assist you in designing a series of e-mail promotions to capture the interest of our members and provide them with timely and useful information and offers. You may also simply choose to place one banner advertisement on either our official **Victoria Ska Fest** website or within our monthly Ska Mail to brand your business to our niche group of members.

"54% of small businesses surveyed rated e-mail as the top online promotion to drive site visitors and customers to their web sites and storefronts." Source: DMA Interactive.

Web Advertisements and Promotional E-Campaigns or E-Coupons - \$75.00 per banner ad or \$250.00 for three months starting in May 2010.

Banner advertisements are available in each **Victoria Ska Fest** e-mail campaign (Ska Mail) and on the official **Victoria Ska Fest** website. This will include the placement of a pre-designed* advertisement and a direct link to your website within our monthly Ska Mail or on our festival website. There will be a minimum of two **Victoria Ska Fest** e-mail campaigns per month starting May 2010 until July 2010. Throughout the rest of the year, there is a minimum of one e-mail campaign per month. Each Ska Mail or website advertisement will be at a cost of: \$60 per month (Bonus - if there is more than one Ska Mail per month you do not pay extra).

Sponsor Logos and Links - \$150.00 (Minimum 6 placements).

You have the opportunity to have your logo or link included in the Ska Mail if it is not already apart of your sponsorship package. For a mere \$120 you will receive placement of your logo with a link to your website within all of our Ska Mails leading up to and during the festival. This is a minimum of 6 e-mails distributed to our **Victoria Ska Fest** distribution list.

*Pre-designed ads to be supplied by your organization. If you need an advertisement created, there will be a fee of \$50 to cover the graphic design fees associated. Please contact Jada Leblanc for more info.

File formats accepted:

JPEG (72 dpi), EPS, Illustrator (.ai), PDF. Logos and ads will be placed on a white background.

Dimensions:

Web Banner - 144px(width) x 400px (height)

Ska Mail Banner - 600px(width) x 150px (height)



PRINTED PROGRAM ADVERTISING RATES 2010

The Ska Fest Program is our annual publication to coincide with the **Victoria Ska Fest**. Its main objective is to support the festival promotions with schedules and locations of all festival events. There will also be general information about the performers, festival sponsors, The Victoria BC Ska Society and a history of the festival.

Anticipated circulation of the festival program is 15,000 readers, bringing our advertisers invaluable exposure to this target market.

The program will be a quality booklet printed on gloss paper in full colour, with bleeds. There will be availability for advertisements through out the program including the inside covers and back cover. Please review the advertisement options below.

Page Size	Inches	Price (CAD)
Full Page Back Cover	8x5	\$400.00
Full Page Inside Cover	7 1/2 x 4 1/2	\$325.00
1/2 Page Horizontal Back Cover	4 x 5	\$300.00
1/2 Page Horizontal	3 1/2 x 4 1/2	\$275.00
1/4 Page Horizontal	1 1/2 x 4 1/2	\$225.00
1/4 Page Vertical	3 1/2 x 2	\$225.00
1/8 Page	1 1/2 x 2	\$175.00

The program will go to print in the middle of April 2010. Distribution will begin late April through sponsor and ticket sale locations along with other event and hotel distribution. The remainder will be distributed at all of the **Victoria Ska Fest** venues from July 7th through to July 10th, 2010.

Sponsors Reservation Deadline - Friday, March **th, 2010
 General Reservation Deadline - Friday, March **th, 2010
 Art Work Submission Deadline - Monday, April **th, 2010

Payments are due upon reservation and receipt of invoice.

*Pre-designed ads to be supplied by your organization. If you need an advertisement created, there will be a fee of \$50 to cover the graphic design fees associated. Please contact Jada Leblanc for more info.

Files to be forwarded directly to jada@victoriaskafest.ca

File formats accepted:

JPEG (300 dpi), EPS, Illustrator (.ai), PDF. Logos and ads will be placed on a white background.

Dimensions:

Web Banner - 144px(width) x 400px (height)
 Ska Mail Banner - 600px(width) x 150px (height)

