

who we are

Prince George Folkfest Society formed as a not-for-profit, registered charity society in 2003 to present professionally produced live music events in Northern BC that are educational, inclusive, relevant and community-minded (as well as being entertaining!).

We presented four summer weekend festivals from 2004 to 2007, and then switched to a winter weeklong format in January of 2008 - **"coldsnap - the prince george winter music festival"**.

Other events we have presented over the years include providing music for Studio 2880's Arts Bazaar, Prince George 2015 Canada Winter Games, Kiwanis Alefest, Heatwave 2017 + 2019, Warm Up to Coldsnap concerts and more!

PGFFS' mission is:

- 1) to be sustainable, collaborative and relevant;
- 2) to be a significant contributor to the quality of life in the City of Prince George and to the culture and arts community across the province and the country;
- 3) and to be highly respected within the music industry in Canada



coldsnap
the prince george winter music festival
February 2 to 10, 2024

sponsorship@coldsnapfestival.com
www.coldsnapfestival.com



@coldsnapfest



SPONSORSHIP OPPORTUNITIES



coldsnap 2024

Coldsnap is an annual live music festival that takes place over nine days and nights each winter at various venues around the City of Prince George.

During the festival, 3,000–4,000 people of all ages will attend ticketed mainstage concerts (including a specially priced one for kids!), several concerts dedicated to northern BC-based musicians, and many free-to-attend daytime community outreach events.

Coldsnap 2024 will be our seventeenth annual winter festival taking place from February 2 to 10. We plan to once again present a wide variety of high-calibre, professional, established musicians from across Canada and around the world. The music genres change each night and include roots, blues, alt-rock, hiphop, Celtic, jazz and world music performed in lively, dance-oriented venues and soft-seat, sit down concert venues.

The festival is also a significant tourism event that brings visitors to our region for a unique and exciting week. It is a business opportunity to showcase community involvement and promote products and services to a keen audience. Sponsors are recognized in many ways before and during the festival. We welcome back valued returning sponsors and look forward to building new relationships.



sponsor benefits why partner with coldsnap?

Sponsorship Level	Fraser	Nechako	Ness Lake	Creek
Donation Amount	\$5,000+ Cash or \$10,000 In-Kind	\$1,000+ Cash or \$5,000+ In-Kind	\$500+ Cash or \$1,000+ In-Kind	\$300+ Cash or <\$1,000 In-Kind
Tickets to all mainstage shows (number based on sponsorship)	♪	♪		
Opportunity to display short video during pre-show (sponsor to provide)	♪			
Name + logo scrolling during pre-show	♪	♪	♪	♪
Four tickets to any mainstage show			♪	
Advertising in print media ads (space permitting, deadlines apply)	♪	♪		
Opportunity to exclusively sponsor a mainstage show	♪			
Opportunity to co-sponsor a mainstage show	♪	♪	♪	
MC mention + welcome	♪	♪		
Promotional table in lobby of mainstage show (if applicable)	♪			
Company banner displayed (retractable standup only, max. 89" high)	♪	♪	♪	
Listing on official sponsor poster at mainstage shows	♪	♪	♪	♪
Mention in festival programme, website and social media	♪	♪	♪	♪
Invitation to exclusive Volunteer/Sponsor Party	♪	♪	♪	♪

We would be happy to work with you to explore other sponsorship benefits that fit your company's mission and marketing priorities.