Art In The Garden Festival 2024

Sponsorship Opportunities

**Date of Event**:

June 8th, 2024

**Webpage:** [artinthegardenfestival.com](http://artinthegardenfestival.com/)  **FB/Twitter** @artinthegardenfestival

**Concept**

Wiebe Works is proud to present this event as part of our mission to provide a platform for artists from a variety of cultural backgrounds to showcase their craft. The Wiebe family owns a farm near Langham & Saskatoon, Saskatchewan that has played host to local creatives of all types for the past 4 years at the Art in the Garden Festival.   
  
Bringing together the community around a celebration of art and music in all its forms, this is an annual summer festival that has been growing in size and scope since 2020.

The event consists of two main components, art and music. On the art side, there is an artisan market where artists will present their works for sale.

On the music side, there is a non-stop line up of local performers who entertain guests throughout the day, starting around noon until late. Each year, the acts cover a diversity of music genres, ranging from bluegrass, to folk, rock, reggae, and hip hop and come from a variety of cultural backgrounds.

It is a family-friendly show and we provide a children’s area, making this event fun for everyone to attend. The children's area includes a balloon twister, face painting, puppies, a craft, story time, and more!

Art in The Garden Festival is also proud to host local food vendors for our festival goers to enjoy. In 2023 we hosted Road Coffee, Taco 'Bout It, Custom Shaved Ice, and Postal Pizza.

**Mission Statement**

To provide a platform for artists from a variety of cultural backgrounds to showcase their craft and get value from that work.

**Vision**

Bringing the community together every summer at a local family farm for an art and music festival celebrating local creatives of all types.

**Objectives**

* Bring awareness to local art and music industry to the people of Saskatchewan at a high professional calibre
* Encourage art innovators to pursue their talents and ambitions, while providing a hub for the art community to collaborate
* Encourage the community to support local artists
* Provide an outlet for artistic expression
* Provide a high calibre hub for artist to expand their portfolios and further themselves and their knowledge in the Saskatchewan art scene
* Provide a showcase of all form of arts in one hub (dance, music, visual arts, artisan etc.)
* Providing a fun, safe space for people to enjoy creative works
* Including an area for children to have fun and engage with art
* Partnering with local food and beverage sellers to provide them an opportunity to sell/promote their business to local consumers
* Encouraging tourism from Alberta and Manitoba to attend this event

**Anticipated Impacts from 2024 AITG:**

Annual events like Art in the Garden Festival have tremendously beneficial effects on the economic, social, and cultural aspects of life and prosperity in the regions they serve. These impacts can be either directly at the event or experienced after the fact.

We anticipate having the following direct impacts:

* A minimum of 25 craft/art booths in our artisan market, each of which will sell a minimum $100 of merchandise
* A minimum of 15 local performance acts, from diverse cultural and musical backgrounds
  + Including at least 1 Indigenous act
* A new opportunity for local buskers to gain recognition by performing on our new busker stage
* Linking together with our Songs in The Garden: A Song Writing Workshop to provide lighting/sound and behind the scenes festival experience to willing participants
* 500+ attendees, majority from the Saskatoon region, with 10% or more coming from outside the region (750 Tickets are being released for sale)
  + All ages welcome
  + Child area will be provided, encouraging families to attend

We also hope to induce the following impacts:

* Attendees discover new local music and support the acts in the future
* Attendees follow our artists on social media and purchase more of their work
* Fostering new relationships between artists/performers and the greater community
* Create connections with people in the local community who support the arts
* Tourists staying in communities nearby and spend money at other local businesses

**Previous Art in the Garden Statistics:**

AITG Festival 2023

* 25 local artisans participated
* 11 Main Acts with Oral Fuentes Band as the headliner
  + Also had performances from award winner performers Earl Pereira and Katelyn Lehner
* 6 minor performance slots
  + Including one Ukrainian dance troupe
  + 3 Indigenous performers
* 168 Tickets sold at $20 in advance or $20 at the door
* Sponsors from last year included Tourism Saskatchewan, Saskatchewan Blue Cross, The Print Baron, Chess Club Agency, Wiegers Financial and Benefits, 9 Mile Legacy Brewing, GSE Media, and Momentum Strategies
* 4 Food Truck Vendors
* 5 Children’s Area vendors: a magician, a balloon twister, a story teller, face painting, a caricaturist, and a puppy booth

AITG Festival 2022

* 20 local artisans participated
  + Including Indigenous entrepreneur from SIIT
* 8 major performance slots - The Steadies as headliner
  + 6 minor performance slots
  + All local musicians
* 350 attendees with a total of 550 RSVP’d online tickets
* Tickets were free or by donation

AITG 2021 Festival

* 10 local artisans
* 8 local music and performance acts - Earl Pereira headliner
* 150 people attended
* Tickets were free or by donation

AITG Festival 2020

* 4 artists participated
* 1 music act
* 30 people attended - restricted due to Covid
* Live stream

**Leadership Team**

**Valerie Wiebe**

Valerie Wiebe is an artist, singer/songwriter and designer living and working on a farm south of the town of Langham, Saskatchewan.  Valerie has degrees in Music, Arts Education, Fine Arts-Painting and Fine Arts-Interior Architecture and Design.  After getting married and moving to the Langham area in the late 1980’s, she taught within the local public-school system for 6 years before moving to live and work in Bangladesh for 3 years with Mennonite Central Committee.  This experience was a pivotal moment for Valerie, propelling her to cease teaching, and to pursue instead her own creative endeavours in art, music, and design.  Her paintings and her music are inspired by the wide swathes of sky and vast horizons that surround her home farm in all directions.

**Casey Mintzler**

Casey has joined the team at Wiebe Works as the Business Manager, running our year-round programming for Art in the Garden, the WieGather series and so much more. With many years of work in the hospitality sector, Casey brings a deep understanding of what it takes to create an exceptional customer experience to our team. Casey volunteered with Art in the Garden in 2022 and was the business and event manager for Art in The Garden Festival 2023. She also has her Kinesiology degree from the University of Saskatchewan, and is working on her certificate from the Interior Design Institute.

**Jesse Wiebe**

Jesse is a multi-faceted entrepreneur, investor and consultant with a broad skill set, wide knowledge base and extensive network.  Jesse enjoys helping others create a better future for themselves and for us all.  In 2021, he formed WieGrow Capital and Consulting with his father, Doyle Wiebe, and joined Startup TNT as the Local Lead in Saskatchewan to achieve those goals. He also manages local creatives through WieManage: Creative Asset Management and works with his family to put on this annual festival. He loves creating synergistic connections, building great companies and has helped prairie startups raise over $3.5 million dollars.

**Sponsor Recognition Overview**

|  | **Title Sponsor** | **Organizing Partner** | **Supporting Partner** | **Friends of the Garden** | **In Kind** |
| --- | --- | --- | --- | --- | --- |
| Sponsorship Amount | $10,000 | $5,000 | $1,000 -  3,000 | $500 | Products/  Services |
| Social Media Thank You’s | ✔ | ✔ | ✔ | ✔ | ✔ |
| Main Event Tickets | 10 Tickets | 8 Tickets | 6 Tickets | 4 Tickets | 2 Tickets |
| Logo (Website, Posters, Socials) | ✔ | ✔ | ✔ |  | ✔ |
| Emcee Acknowledgements | ✔ | ✔ | ✔ | ✔ |  |
| Publicity and Public Mentions | ✔ | ✔ | ✔ |  |  |
| Onsite Signage | ✔ | ✔ |  |  |  |
| Guaranteed Seating | ✔ | ✔ |  |  |  |
| Art Gift by Valerie Wiebe ($2000 value) | ✔ |  |  |  |  |

Note: All sponsorship benefits are for the 2023 Art in the Garden Festival duration

**Breakdown of Categories**

**Logo (Website, Posters, Socials)**

* Logo placement on Festival website (1,000+ unique visitors)
* Logo placement and event promotion on festival digital poster programs
* Logo on all social media platforms including Facebook, Twitter, and Instagram
* Logo placement on event ticket purchasing platform
* Included as sponsor in all festival promotional articles

**Social Media Thank You’s**

* Promoted via Facebook, Twitter, TikTok, LinkedIn, and Instagram as festival sponsor on all pre-festival marketing materials

**Onsite Signage**

* Sponsor logo will appear on signage throughout festival site on promotional materials

**Mentions**

* Emcee will thank sponsor in mentions during the festival

**Publicity and Public Mentions**

* Company signage can be used at all events (for top 2 levels)
* Thanked by Emcee at Main Event
* Company Brand/name will be mentioned in news releases as Art in the Garden sponsor, as relevant, in all press interviews:
  + Rawlco –C95
  + CBC Radio
  + Star Phoenix
  + CFCR
  + CBC Radio
  + CTV
  + Global
  + Etc.

**Custom/In Kind Sponsor Recognition**

We will work with you and your team to construct a custom sponsorship package that best meets your unique needs/contribution to the success of the festival!

Your contributions each year goes towards helpingartisans, musicians, volunteers, plus SO MUCH MORE! Thank you!!

**Contact:**

Casey Mintzler

*Business Manager, Wiebe Works*

Phone: 306-321-4758

Email: [casey@wiemanage.com](mailto:casey@wiemanage.com)