

What's New At Winterfolk This Year?

Combination of Free and Ticketed Performances -

Winterfolk will be a combination of free as well as paid stages. There is no paid admission during the daytime — no ticket takers at the door—no interference to the normal operation of your club.

Growth Year— One of our goals this year is to expand the festival and increase awareness of our event. The event will be advertised and promoted throughout the GTA, and we hope to expand it over the next few years to a large scale event. Participating clubs will be included in our promotion.

Good For Business Good for the Community Good for the Sponsors

Last year Winterfolk was hosted by the Black Swan, the Willow Restaurant, Terry O's, Prince of Egypt, and Dora Keogh. As in previous years, we expect business to be exceptional throughout the entire Winterfolk weekend.

Increased Attendance = Increased Revenues - Last year our clubs reported business had increased by more than 80%



The festival attracts qualified customers with money to spend ! Your ad in the Winterfolk program will inform festival attendees about your business.



About Winterfolk

- Winterfolk was formed to entertain, educate, enlighten, engage and encourage our community about various folk music styles including roots, blues, folk and more.
- This is our 8th year of operation, and have held festivals on the Danforth since 2004.
- Winterfolk is a registered Not-For-Profit Organization in the province of Ontario.
- Winterfolk is a member of the OCFF (Ontario Council of Folk festivals)
- Winterfolk is supported and sanctioned by the Danforth BIA (Business Improvement Area.)
- Winterfolk programming supports our community and offers stages and exposure to new and emerging artists.
- Winterfolk's programming themes this year include Songs of Change, Canadiana, Women in Music, and more.

**100 Artists,
Seven Venues,
Four Days of
Roots and Blues
Music**

**February 12, 13,
14, 15, 2010**

**At Danforth and
Broadview**





Winterfolk Printed Program

Program Advertising Rates	Size (in x in)	Inside Page	Cover (as available)	Artist Rate
	Cover Basebar	10 3/8 x 3		\$1150
Full Page	10 3/8 x 14	\$2295	\$2895	\$800
Half Page	10 3/8 x 7	\$1295	\$1795	\$500
Quarter Page	5 11/16 x 6 1/8	\$795	\$1075	\$275
Eighth Page	4 9/16 x 3 13/16	\$395	\$550	
Business Card	3 3/8 x 2 1/2	\$195	\$290	\$125

Winterfolk Program

Format— Colour Newspaper Tabloid

Content— Winterfolk performance schedules, artists bios, advertising, editorial—a must for every attendee.

Distribution ~ 40,000 copies will be printed and distributed as 37,000 delivered as Centre insert in East York mirror; 3,000 to festival attendees given out at the door.

Artwork— Professional graphic layout included—there is no extra fee for graphic design and layout. Art can be supplied electronically as .jpg, tif, gif, pdf, or other agreed format, 600 x 600 resolution preferred.

Deadline - January 22, 2010

Sponsorship and Program Advertising Contact Info

Contact **Dougal Bichan**

Email sponsors@winterfolk.com

Phone 416.645.0295

Fax 416.656.5041

Festival Director

Brian Gladstone,
brian@winterfolk.com

Advertising Sign Up

Sign up for:

Price

- Cover Basebar
- Full Page
- Half Page
- Quarter Page
- Eighth Page
- Business Card

Placement:

- Inside
- Cover
- Artist

Subtotal: _____

Tax: _____

Total: _____

Name _____

Address _____

Phone / EMail _____

Authorized Signature _____

Method of Payment

- Cheque
- Visa
- MasterCard
- American Express

Credit Card # _____

Exp. date _____

Signature _____

