



SPONSORSHIP PACKAGE

JULY 19-20, 2024

EVENT DETAILS

When: July 19-20, 2024

Where: Cochrane & District AG Grounds

Get ready to kick up your heels at the Bow Valley Boot Stomp Country Music Festival, happening July 19-20, 2024! Nestled in the picturesque heart of Bow Valley, this festival brings together award-winning artists, rising stars, and beloved local talents for an unforgettable country music extravaganza. Headlined by the sensational Aaron Goodvin, known for his electrifying performances, and, beloved Canadian duo Doc Walker, this festival is a must-attend event for country music enthusiasts and fun-seekers alike.

Immerse yourself in a weekend filled with foot-stomping tunes, dance along with local talents that will keep you moving all night, and indulge in a variety of mouth-watering options from food trucks. With special entertainment areas for kids, it's a family-friendly affair that everyone can enjoy. For the ultimate festival experience, take advantage of the camping options and stay right in the heart of the action.

Mark your calendars for a weekend of country music magic at the Bow Valley Boot Stomp Country Music Festival. Bring your friends, your family, and your love for country music – this is an event you won't want to miss!

A PORTION OF THIS YEAR'S TICKET SALES ARE BEING DONATED TO



BOW VALLEY  **BOOT STOMP**
COUNTRY MUSIC FESTIVAL

BE PART OF THE LARGEST MUSIC FESTIVAL IN COCHRANE



BOW VALLEY  **BOOT STOMP**

COUNTRY MUSIC FESTIVAL

FESTIVAL ARTISTS

BOW VALLEY BOOT STOMP COUNTRY MUSIC FESTIVAL



AARON GOODVIN

Aaron Goodvin, acclaimed for his electrifying performances and songwriting, has achieved two Canadian number ones. His hit "Lonely Drum" is a global success.



KALSEY KULYK

Kalsey's hit "Love Me Like an Outlaw" is currently in the Top 20 on the Canadian country radio charts, and her full catalogue has over 7 million streams.



DOC WALKER

Juno and multi-CCMA award-winning band Doc Walker has performed in every province and territory in Canada, and shared stages with everyone from Bon Jovi to Eric Church.

Attendees will be singing their hearts out to their signature hits "She Hasn't Always Been This Way" and "Rocket Girl."

WITH PERFORMANCES BY...

- DREW GREGORY
- BRANDON LORENZO
- MICHELA SHEEDY
- ALEX HUGHES
- JEFF CATTO
- JARYN FRIENSEN
- AND, THE BUCKTHORNS FEATURING NOEL JOHNSON & JUSTINE VANDERGRIFT

WHY GET INVOLVED

Our festival offers a one of a kind opportunity to invest in your brand's future, to connect, collaborate and build new relationships, to interact with attendees, hold on-site activations, and support local community needs, while increasing your company exposure.

2,500+	Attendees Expected
25-45	Average Age of Attendees
125k+	Average Household Income
30,000+	Cochrane Residents
1M+	Calgary + Region Residents



MARKETING + SALES STRATEGY

MEDIA ADVERTISING

News & radio advertising began in November 2023, and will continue until event day and beyond

EMAIL MARKETING

Included in Quirk Social & Cochrane & District AG Society newsletters which goes to a combine 1,500+ homes with an average open rate of over 60%

PHYSICAL MARKETING

Posters and branded signage will be posted throughout Cochrane & the surrounding areas

ONLINE MARKETING

1. Social Media - @bowvalleybootstomp + @quirksocial & shared on @cochraneagsociety, @explorecochrane + @urbancasual
2. Event Calendars in the Cochrane/Calgary regions
3. Eventbrite ticket link
4. quirksocial.ca/bowvalleybootstomp event write up
5. Explore Cochrane App & Website



COUNTRY MUSIC FESTIVAL

PARTNERSHIPS MATTER

Bow Valley Boot Stomp is a community-based festival - we rely on funders, sponsors and supporters, as well as an array of volunteers, to deliver innovative and entertaining events. It is our hope that the Bow Valley Boot Stomp can continue and grow in the years to come, and in order to do that, we need the support of our community.

Our sponsors are our backbone – without the donations, in-kind support and individual contributions of time and resources, we couldn't do what we do. Every gesture counts, and we really value every bit of support.

As a sponsor, you are part of one of the coolest events to hit Cochrane, and you and your business are recognized as a key partner - at the site, on our website and in all the promotions we do. Your name and logo get loads of recognition from Cochrane, Calgary and the surrounding areas residents, families, and all the boot-stompers who come to the festival site.



COUNTRY MUSIC FESTIVAL

DIAMOND TITLE SPONSOR

\$25,000 - EXCLUSIVE OPPORTUNITY

Pre-Event Visibility and Recognition

- ★ Naming rights - “Bow Valley Boot Stomp presented by...”
- ★ Business logo on ALL digital and printed festival signage
- ★ Business tagged in all main social media posts
- ★ 20 tickets for VIP Kick Off Party - Thursday July 18th

Event Visibility

- ★ 4 x 15 second commercial to play on big screens (provided by sponsor)
- ★ Individual company banner in prominent location
- ★ Logo on 2500 general admission festival wristbands alongside BVBS logo
- ★ Logo included on big screens between every performance

Weekend Access and Experiences

- ★ One Corporate Suite (\$3,000 value) - see pg 12 for details
- ★ One Activation Station - see pg 12 for details
- ★ 10 VIP Tickets
- ★ Festival swag



COUNTRY MUSIC FESTIVAL

PLUS, all recognition listed on page 10 under “All Sponsors”

PLATINUM SPONSOR

\$15,000 - 3 EXCLUSIVE OPPORTUNITIES

VIP KICK OFF PARTY SPONSOR (JULY 18TH)

- ★ Business logo/name as “presenting sponsor” on VIP Kick Off Party Invites
- ★ Business banner on stage at VIP Kick Off Party
- ★ 2 x 10 second commercial to play on big screens (provided by sponsor)
- ★ 1 x corporate suite (\$3,000 value) - see pg 12 for details
- ★ 20 tickets for VIP Kick Off Party - Thursday July 18th
- ★ Individual social media posts about your business

VIP/CORPORATE SUITE SPONSOR

- ★ Business logo on 600+ VIP lanyards alongside BVBS logo
- ★ VIP Entrance named after your business with banner onsite
- ★ 2 x 10 second commercial to play on big screens (provided by sponsor)
- ★ 1 x corporate suite (\$3,000 value) - see pg 12 for details
- ★ 8 tickets for VIP Kick Off Party - Thursday July 18th
- ★ Individual social media posts about your business

COMMUNITY STAGE SPONSOR (LOCAL BANDS)

- ★ Stage named after your business - “The *business name* stage presents...”
- ★ Opportunity to speak/emcee on this stage during the event
- ★ 2 x 10 second commercial to play on big screens (provided by sponsor)
- ★ 1 x corporate suite (\$3,000 value) - see pg 12 for details
- ★ 8 tickets for VIP Kick Off Party - Thursday July 18th
- ★ Individual social media posts about your business

PLUS, all recognition listed on page 10 under “All Sponsors”



COUNTRY MUSIC FESTIVAL

SPONSORSHIPS

ALL SPONSORS RECEIVE...

- ★ Linked business logo on Bow Valley Boot Stomp webpage
- ★ Business name or logo included on all pre-event print media - newspaper, posters, etc
- ★ Verbal recognition on stage during the festival
- ★ Logo included on sponsor signs onsite at event
- ★ Social media & newspaper "Thank You" Ad (post-event)

**All 2024 sponsors will receive first right of refusal for their sponsorship level in 2025

GOLD - \$10,000

- ★ Individual social media posts about your business
- ★ Logo included on big screens between every performance
- ★ 8 VIP Weekend Passes
- ★ 4 tickets for VIP Kick Off Party - Thursday July 18th
- ★ One Activation Station - see pg 12 for details
- ★ Plus, everything listed under "all sponsors receive"

SILVER - \$5,000

- ★ Logo included on big screens four times over the weekend
- ★ 4 VIP Weekend Passes
- ★ 2 tickets for VIP Kick Off Party - Thursday July 18th
- ★ Plus, everything listed under "all sponsors receive"

BRONZE - \$2,500

- ★ 4 General Admission Tickets
- ★ 2 tickets for VIP Kick Off Party - Thursday July 18th
- ★ Plus, everything listed under "all sponsors receive"

SUPPORTING - \$1,000

- ★ 2 General Admission Tickets
- ★ Plus, everything listed under "all sponsors receive"

SPONSORSHIPS

All inclusions are not listed in this chart, please refer to the previous three pages for full details.

	DIAMOND \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	SUPPORTING \$1,000
Festival Tickets	✓	✓	✓	✓	✓	✓
VIP Kick-Off Party Tickets	✓	✓	✓	✓	✓	
Corporate Suite	✓	✓				
Activation Station	✓	✓	✓			
On screen recognition	✓	✓	✓	✓		
Individual Social Media recognition	✓	✓	✓			
Linked business logo on webpage	✓	✓	✓	✓	✓	✓
Business name or logo included on all print media - posters, signage, banners	✓	✓	✓	✓	✓	✓
Verbal recognition on stage	✓	✓	✓	✓	✓	✓
Onsite sponsor signage	✓	✓	✓	✓	✓	✓
"Thank You" Ads post-event	✓	✓	✓	✓	✓	✓

OTHER OPPORTUNITIES

CORPORATE SUITES

\$3,000

- 12 corporate suite lanyards
- Private tented area with picnic table for seating
- Bar service to the suite
- Executive washrooms
- Festival swag
- Opportunity to hang 4' banner on fence in front of suite for duration of event (banner to be provided by business & pre-approved by festival coordinators)
- VIP parking & entrance

ACTIVATION STATION

\$750

- 10x10 booth onsite to promote your business through a public engaging activity

BAR PARTNERS

Please contact

- Branded bar opportunity

OTHER IDEAS?

If you have another idea on how you'd like to partner for this event, we'd love to hear from you! We are open to working with businesses to find an opportunity that fits their brand best.

*Note: corporate suites are located at the top of the hill above General Admission seating

BOW VALLEY



BOOT STOMP

COUNTRY MUSIC FESTIVAL

If you would like to join our family of supporters and take an active part in supporting the festival, please get in touch with Kailey at hello@quirksocial.ca.

Quirk Social is Cochrane's premier event management company, producing some of the town's largest community events - such as Cochrane Pet Expo, Cochrane Food Festival, Elevate Cochrane, Taste of Cochrane and many more. We also work alongside the Cochrane & Area Events Society to produce events such as Cochrane's Canada Day Celebration and the Labour Day Parade and have a close working relationship with the Cochrane Tourism Association, the Town of Cochrane and the Chamber of Commerce.

We love to support local! When possible, we hire and work with local businesses and donate event funds to local charitable organizations.

We'd love to work with you!

quirksocial.ca/bowvalleybootstomp