



Sponsorship at Westben

IMPACT — COMMUNITY ENRICHMENT — GROWTH & LONGEVITY

Bringing people together through music.



Located in Campbellford, Trent Hills, in east-central Ontario, Westben is a not-for-profit, charitable organization which nurtures communities of artists, audiences and learners through exceptional musical experiences. Now in its 20th year presenting “world class music in wide open countryside”, Westben is now known as the **Westben Centre for Connection and Creativity through Music** and as such, offers year-round performance and educational programs as well as a multi-week professional summer music festival. Involving everything from top Canadian artists and ensembles to local enthusiasts, Westben annually attracts close to 10,000 patrons as well as several hundred participants of all ages from an ever-growing geographical reach.



Co-founders Donna Bennett (Marketing & Advancement Director) and Brian Finley (Artistic & Managing Director) were appointed Members of the Order of Canada in 2017 in recognition of their work with Westben which they have guided both artistically and administratively since its inception in 1999. Under their leadership, Westben has grown into a premiere-ranked cultural destination known not only for its internationally recognized musical presentations which bring an array of artists, audiences and learners together, but also as a regional cultural and economic lightning rod and vibrant community builder.

Westben Quick Facts—2018

Concerts at The Barn

6-week Summer Festival
 Concerts: 23
 Attendance: 5,747
 Economic Impact—2018: \$718,140
 (Total Visitor Spending directly related to Westben)
 source: Ontario Ministry of Tourism, Culture and Sport TREIM model, November, 2018

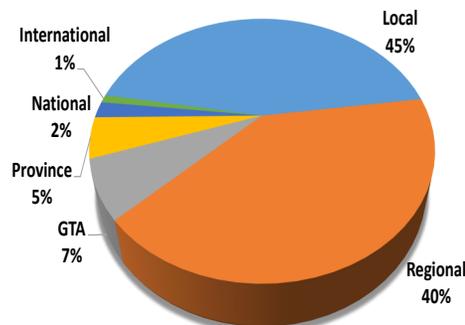
Year-round Events

Total Year-Round Events: 90
 Year-round Annual Attendance: 9,684

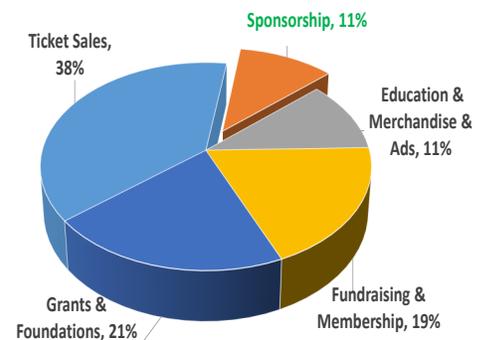
Average age demographics

48% Senior, 47% Adult, 5% Youth/Student

Geographic Demography



Sources of Revenue





Sponsorship Opportunities 2019

Sponsorship is a mutual relationship. Our goal at Westben is to ensure that it is enjoyable, rewarding and beneficial to both organizations. We offer a wide variety of profiling opportunities—from international focus to community building—to enable Sponsors to maximize their alignment with their key target markets, demographics and interest, and keep within their budget. Whether you are a “Galaxy” Sponsor (\$10,000) or a “Fresh Air” Sponsor (\$1,500), you are warmly welcomed!

START HERE!

Fresh Air—\$1,500

Sponsorships start at the “Fresh Air” level (\$1,500), and include:

- Your logo on the Westben Season Brochure (circulation 15,000) & website with links
- Your logo and personal message in the Westben Season Program (3,000)
- You Headline 2 *Concerts at The Barn* performances, complete with day-of acknowledgement and complimentary tickets

From there, you can increase your Sponsorship and your impact by headlining more concerts, or by customizing your profile from a list of year-round opportunities. (Please see some typical examples below.) Together, we can create your perfect Sponsorship!

HIGHEST PROFILE

Galaxy—\$10,000

Cover it all! You are associated with all of Westben’s year-round activities at The Barn, the Clock Tower Cultural Centre and around the community.

BEST VALUE!

Blue Sky—\$5,000

Summer focus. You are recognized as a Season Sponsor at *all* events during the Summer Festival of *Concerts at The Barn*.

Star Dust—\$4,000 All Fresh Air Benefits plus 5 additional *Concerts at The Barn* (total 7), or other (see below)

Sunshine—\$3,500 All Fresh Air Benefits plus 4 additional *Concerts at The Barn* (total 6), or other (see below)

Daisy—\$2,500 All Fresh Air Benefits plus 2 additional *Concerts at The Barn* (total 4), or other (see below)

Customize your Sponsorship: Choose from any of the following to enhance your profile and reach your target:

- Add \$1,000 to sponsor the *Jazz Fringe Festival* (12 events) OR *Westben Christmas Carol* (4 events)
- Add \$500 to sponsor an additional *Concert at The Barn*
- Add \$500 to sponsor a *Clock Tower Series: Tick Talks* (6) OR *House Concerts* (6), OR *Music to a Tea* (4)
- Add \$250 to sponsor 3 events at the Clock Tower including *Tick Talks*, *House Concerts* or *Music to a Tea*
- Add \$100 to sponsor a young participant in an educational program OR a *Tick Talk* at the Clock

Call Rebecca Baptista at (705) 653-5508 to discuss these and other options. We are always interested in new ideas!