

The 48th Annual

Home County

Music & Art Festival



VICTORIA PARK

Sponsorship Opportunities

Join us for London's Longest Running
Summer Festival

July 14-16, 2023





About the Home County Music & Art Festival

The Home County Folk League presents an annual, predominantly Canadian roots-oriented music festival in Victoria Park, located in downtown London, Ontario. The three-day festival is a celebration in support of homegrown talent, with a focus on local performers, artisan craft vendors, and food providers.

This year's festival will take place on July 14-16th.

Why Sponsor Home County?

- Average annual attendance of 55,000 visitors
- Over 100 artisan craft vendors and over 25 food vendors
- London's longest running summer festival (highlight of the summer since 1974)
- Platform for many emerging artists, many of whom go on to international fame and award recognition
- Admission by donation ensures your brand's marketing reaches a widespread demographic of festival audience members
- High visibility recognition on performance stages provides captive audience attention
- Home County is a proven environmental leader, winning numerous awards for sustainability and waste reduction
- As a registered charity and non-profit, Home County actively promotes local folk art and small business throughout the year



For more information or to customize your sponsorship opportunity, please contact:
sponsorship@homecounty.ca





Mainstage

EXCLUSIVE OPPORTUNITY

The Home County Mainstage is the highlight of festival programming, featuring Canadian recording artists from across the country along with up and coming local talent.

- Opportunity for company representative to welcome crowd during opening ceremonies
- Naming rights to the Mainstage (ie. "Company Name" Mainstage at Home County)
- Promotional banners displayed prominently on the Mainstage
- Plaque mounted festival poster
- Company presence at festival (ie. company vehicle display or pop-up tent near Mainstage)
- Recognition on Home County website
- Recognition on Home County social media accounts



\$10,000

North Concert Stage

EXCLUSIVE OPPORTUNITY

The North Concert Stage features local, regional and national recording artists performing 45 minute concert sets on Saturday and Sunday afternoons.

- Promotional banners displayed prominently on the North Stage
- Plaque mounted festival poster
- Company presence at festival (ie. company vehicle display or pop-up tent near Mainstage)
- Recognition on Home County website
- Recognition on Home County social media accounts

\$5,000

Did You Know?

Stan Rogers, the Jim Cuddy Band, Ashley MacIsaac, Sarah Harmer, Fred Penner, the Sadies, Joel Plaskett, Sarah Slean, William Prince, Martha Wainright, and Sylvia Tyson have all played Home County!





Family Area

Home County is thrilled to bring back our Family Area and Children's Stage this year.

The festival attracts people of all ages, including families. Many of our adult patrons first attended Home County as a child and now they bring their children and grandchildren. There is entertainment for everyone at Home County!



2 Opportunities

- Promotional banners displayed prominently on the Children's Stage
- Recognition on Home County website
- Recognition on Home County social media accounts

\$2,500

East and South Workshop Stages

The East and South Workshop Stages feature three to four festival performers in a songwriter's circle. Performers take turns performing songs and telling stories based on a pre-determined theme.

These workshops often create magical and spontaneous moments that live on in festival goers' memories.

2 Opportunities/Stage (4 Opportunities Total)

- Promotional banners displayed prominently on stage (2 x East Stage, 2 x South Stage)
- Recognition on Home County website
- Recognition on Home County social media accounts

\$2,500

HOME Grown Beer Garden Stage

The HOME Grown Beer Garden Stage features rising stars from London and Southwestern Ontario performing in the local craft beer garden on Saturday and Sunday afternoon.

This stage was added to the festival in 2017, adding 8 more performance slots to the Home County lineup and making a significant step forward in festival programming.

2 Opportunities

- Promotional banners displayed prominently on the HOME Grown Stage
- Recognition on Home County website
- Recognition on Home County social media accounts

\$2,500



Gate Sponsor

4 Opportunities

Be one of the first to welcome festival goers to beautiful Victoria Park as one of our gate sponsors!

Your promotional materials will be displayed at one of our four entrances into the park, where guests pause to make their donations before entering the event.

- Promotional materials displayed prominently at one of four entrances to the park
- Recognition on Home County website
- Recognition on Home County social media accounts

\$1,500

Community/Open Stage

2 Opportunities

The Community/Open Stage is a tradition at Home County that offers local musicians an opportunity to find their 15 minutes of fame and kickstart their career.

- Promotional banners displayed prominently on the Community/Open Stage
- Recognition on Home County website
- Recognition on Home County social media accounts

\$1,000



Did You Know?

HOME is an acronym for the four counties in Southwestern Ontario that surround London - Huron, Oxford, Middlesex & Elgin!



Eco Station Sponsor

Multiple Opportunities

Volunteer-run eco stations are located throughout the park, allowing visitors to recycle and reduce the amount of waste created by the festival.

Home County has proven success diverting the waste generated by a large-scale music festival, and has received recognition for these efforts by local environmental agencies.

- Promotional banners displayed prominently at an eco station
- Recognition on Home County website
- Recognition on Home County social media accounts

\$500

For more information:

Visit our website
HomeCounty.ca

Find us on social media
[@HomeCountyFest](https://www.instagram.com/HomeCountyFest)



Thank you for considering
a sponsorship of the
2023 Home County
Music & Art Festival.
We hope to see you there!

