

BECOME A VALUED CHILLIWACK MURAL FESTIVAL SPONSOR

OPPORTUNITIES
FOR EVERY BUDGET

SEPTEMBER 12-14, 2024

PRODUCED BY THE CHILLIWACK ARTS COUNCIL



PHOTOS BY CLAUDIA WYLER

WHAT IS THE CHILLIWACK MURAL FESTIVAL

Produced by the Chilliwack Arts Council, the Chilliwack Mural Festival is a downtown public art festival combining large-scale murals by Chilliwack and the world's emerging and established artists and a celebration with live art, music, and performances.

We are privileged to host our festival on the unceded territory of the Stó:lō people.

**CMF WILL TAKE PLACE AUGUST 15-17, 2024
IN DOWNTOWN CHILLIWACK.**





ANOTHER YEAR IN THE MAKING

In 2020, the Chilliwack Mural Festival was launched in Chilliwack, BC, inspired by the idea that art can transform a community and our interaction with shared public space.

Since then, community partners, volunteers, and passionate individuals answered the call...

In four short years, CMF has created a legacy of almost 50 new murals around the downtown core and has grown into one of Chilliwack's most celebrated permanent art exhibits.

In 2022, we want to expand the experience to invite performing artists, musicians, and activations to make the festival more interactive. In the last two years, we've had the following impact on the arts community:

12,000 attendees

22 new murals by 21 artists

120+ volunteers

50 + artists & performers at the festival

4 stages with 45 bands & musicians

POINTS OF INTEREST

IN DOWNTOWN CHILLIWACK.



Murals Completed since 2020

Since 2020 almost 50 new works of public art have been completed by local, national, and internationally renowned artists. This year will see the installation of at least 5 new murals.



District 1881

This is the main hub and meeting place. This year we'll see the completion of the project along with art installations, an outdoor stage, and DJs transform 1881 and downtown into an artistic playground where curious folks of all ages can gather during the three-day festival.



Pop Up Live Music Venues

Our formula will use local venues and outdoor spaces to present incredible live performances, talks, and music. And, of course, other pop-up shows and surprises.



Potential Mural Locations

We are in constant talks with property owners to bring some of their walls to life. We're pretty keen on matching up talented artists with well-situated walls that are walkable or accessible to many.

“For three years, Stó:lō Community Futures has been a part of the CMF festival. They’ve infused this great energy into downtown Chilliwack and facilitated Indigenous art-based entrepreneurs to showcase their work. It is very exciting and important for us to be a sponsor and support this project.”

– Rocio Zielinski, Manager
@ Stó:lō Community Futures & Sponsor

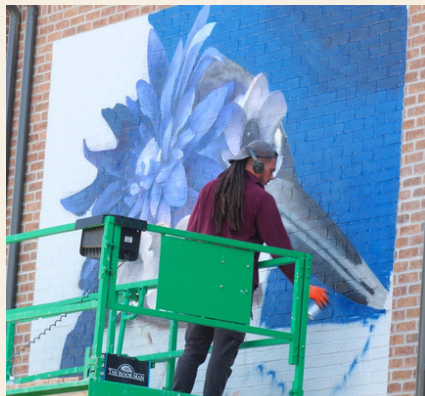
WHAT WE KNOW AS THE MAGIC FORMULA

Based on our research into other similar festivals locally and around the world, there is a formula for maximum exposure and local economic benefit.

In 2024, we want to continue to bring this full formula to Chilliwack.

NEW MURALS

Contemporary public art created by artists from here and around the globe.



LIVE MUSIC & PERFORMANCES

Curated pop-up immersive performances on the streets and concerts by some local & regional emerging artists.



INCLUSIVE ART ACTIVATIONS

Site-specific immersive and accessible installations and activities for everyone



SPONSORSHIP PACKAGES 2024

We are looking for strategic partners to help us reach our goals. Sponsoring CMF is a unique opportunity to reach your target audience, build strong community ties for your business, and be intimately associated with one of the most anticipated independent arts events in the Lower Mainland.

Presenting Sponsor
\$15,000 / 1 available

Main Stage Sponsor
\$10,000 / 1 available

Pop Up Sponsor
\$7,500 / 1 available

Mural Sponsor
\$5,000 / 5 available

Community Art Wall Sponsor
\$3,500 / 2 available

Tour Sponsor (CLAIMED)
\$3,500 / 1 available

Accessibility Partner Sponsor
\$2,500 / 1 available

Kids Art Area Sponsor
\$1,500 / 2 available

Community Sponsor
\$500-1000 / 15 available



www.henry.com

15

2

6

7

15

\$15,000 Sponsorship

PRESENTING SPONSOR

We only have one top friend, and it would be you. Your partnership is exclusive, and your organization would be the official presenter of the Chilliwack Mural Festival.

Since CMF started, community partners, volunteers, and passionate individuals answered the call... In two short years, CMF has created a legacy of almost 50 new murals around the downtown core and has grown into one of Chilliwack's most celebrated permanent art exhibits.

In 2024 we want to expand the experience to invite performing artists, musicians, and activations to make the festival more interactive. Your company will receive these great perks:

PERKS

- Your company presents CMF
- Your company's logo will be joined to the CMF logo
- Your company's logo will be displayed at all of the festival's official venue spaces
- Your company's logo is prominently displayed first on the CMF website
- Logo included on all mural plaques
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Photo opportunities with muralists
- Logo on the Facebook header image
- Logo on the festival recap video
- Mention on all press releases
- Logo on newspaper and radio ads
- Opportunity to say a few words at the opening
- 3x shout-outs on social media channels to 10,000+ engaged followers
- Organization tour with our founder/director
- Loads of love and support!

\$10,000 Sponsorship

MAIN STAGE SPONSOR

District 1881 is our leading site and hosts the festival's most memorable concerts by some of the region's hottest up-and-coming artists. This is your stage.

During two nights, District 1881 is transformed into a place of wonder where curiosity and discovery run rampant, and where thirsty audiences share intense moments with some of the region's most established and emerging musicians.

Want a little scoop on which headliners will be taking the stage? Get in touch with us, and we'll spill some beans and let you in on some of our secrets.

Aside from having your brand associated with the presentation of the festival's most memorable acts, your organization will receive these great perks:

PERKS

- Your company becomes the presenting sponsor on Saturday at the CMF-sponsored area
- Your company's logo will be displayed in the main CMF performance areas
- Logo on the festival recap video
- Photo opportunities with muralists & performers
- Logo on all press releases or ads for the event
- Your company's logo will appear on the CMF website
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Your company's name will be mentioned on the official Facebook event page for the event.
- Shout-out on social media
- Loads of love and support!



\$7,500 Sponsorship

POP UP SPONSOR

Everyone loves a good surprise. As the Pop-Up Sponsor, your brand will be the jack-in-the-box of the festival, and responsible for so many smiles.

Your company or organization will present those spontaneous magical concerts in surprising locations, from back alleys to parking lots, that has become one of the signature experiences at CMF.

This sponsorship option is excellent for a company with a savvy social media presence.

Aside from having your brand associated with the element of surprise at CMF, your company will receive these great perks:

PERKS

- Your company becomes the exclusive sponsor of 6 pop-up shows throughout the festival
- Your company's logo will be displayed elegantly where the pop-up shows take place
- Opportunity to say a few words during the official launch
- Your company's logo will appear on CMF website
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Shout-out on CMF and CMF's social media networks to 10,000 + engaged followers
- Loads of love and support!



\$5,000 Sponsorship x 5

MURAL SPONSOR

As a Mural Sponsor, you will be responsible for the creation of a brand new public art piece.

In the weeks leading up to the festival, muralists are hard at work on their murals, drawing hundreds to downtown Chilliwack. We seek passionate companies or organizations to leave a legacy in our downtown core.

Public art has the power to transform the way we view and interact with our city by bringing people together and connecting us with our downtown landscape. If you think about this too, please just read on.

Your brand will be proudly associated with creating a new public art piece. Your logo will be associated directly with the mural on a descriptive plaque that will remain there for years. Aside from having your brand associated with CMF and the transformative power of public art, your company will receive the following perks:

PERKS

- Your company becomes the exclusive sponsor of one of the new murals completed during CMF
- Your company's logo will be displayed on site while the muralist is at work
- Your company's logo will be displayed on a plaque on the new mural upon mural completion that will remain there for years to come
- Your company's sponsorship will be acknowledged during the opening
- Your company's logo will appear on CMF website
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Shout-out on social media engaged followers (across networks)
- Loads of love and support



\$3,500 Sponsorship (CLAIMED)

TOUR SPONSOR

So you want to help out support Chilliwack's newest festival but don't have the means to go all out? This sponsorship package is for you!

Becoming a tour sponsor for the Chilliwack Mural Festival is an exciting opportunity to play a pivotal role in fostering community art and culture. By supporting this vibrant festival, you not only contribute to the beautification of our city but also help create a unique and engaging experience for residents and visitors alike.

As a sponsor, you'll have the chance to align your brand with the values of creativity, inclusivity, and local pride, all while gaining valuable exposure in the heart of Chilliwack. Your sponsorship will enable artists to transform blank walls into stunning works of art, turning our town into an open-air gallery that celebrates both artistic expression and community spirit.

PERKS

- Your company becomes the exclusive tour sponsor.
- Your company's logo will be displayed with materials related to the tour throughout the festival.
- Your company's sponsorship will be acknowledged during the official opening.
- Your company's logo will appear on the CMF website
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Shout-out on social media to engaged followers
- Loads of love and support!



\$3,500 Sponsorship x 2

COMMUNITY ART WALL SPONSOR

So you want to help support Chilliwack's newest festival but want to give product or cash? This sponsorship package is for you! Ideal for paint or supply stores!

Your partnership will help us transform the street and ensure CMF's success. We will not only have world-renowned muralists using your product, but our local artists and festival attendees will also be painting away.

Your brand will proudly present the artist's painting station and ambitious programming. Your company's logo will appear in the area on a sandwich board or pull-up provided. As the materials sponsor, you'll also have access to all the festival events for photo opportunities. Aside from having your brand associated with CMF, here's what we look forward to offering you:

PERKS

- Your company becomes the exclusive sponsor for tours throughout the festival
- Your company's logo will be displayed at on tour signage
- Your company's sponsorship will be acknowledged during the official launch
- Your company's logo will appear on CMF website
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Shout-out on CMF's social media networks to 10,000+ engaged followers
- Loads of love and support!



\$2,500 Sponsorship

ACCESSIBILITY SPONSOR

So, you want to have an impact and support Chilliwack's coolest and most boundary-pushing festival? This sponsorship package is for you!

As an Accessibility Sponsor, you help ensure CMF's success and experience for all.

Your brand will be intimately associated with everything CMF-related and will gracefully accompany most of the promotional materials.

Your partnership will ensure the event is an accessible festival, from plug-in stations to ramps to sign language interpreters and accessible washrooms so everyone can enjoy downtown's art playground.

In exchange for your contribution, your company will receive the following perks:

PERKS

- Your company's sponsorship will be acknowledged during the official launch
- Your company's logo will appear on CMF website
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Shout-out on CMF's social media networks to 10,000+ engaged followers
- Unlimited free high-fives!



\$1,500 Sponsorship x 2

KIDS ART AREA SPONSOR

We strongly believe in making our event accessible for the entire community.

CMF's family focus takes place on Saturday with family activities, live concerts, a kid's art zone with mini-murals, guided tours of downtown murals, and entertainment for the whole community.

Your brand will be proudly supporting artists associated with family fun. Your partnership helps us create a big family day that's free and accessible for the whole community.

Aside from having your brand associated with CMF, here's what we look forward to offering you:

PERKS

- Your company becomes the exclusive sponsor of CMF kids art area on Saturday
- Your company's logo will be displayed on the site during the day
- Your company's logo will appear on the CMF website
- Your company's logo will appear on the festival posters (1,000 copies)
- Your company's logo will appear on CMF flyers (2,500 copies)
- Your company's name will be mentioned on the official Facebook event page
- Shout-out on CMF social media networks to 10,000+ engaged followers
- Loads of love and support!



\$500-1000 Sponsorship

COMMUNITY SPONSOR

Community Sponsors help ensure CMF's success.

Your brand will be intimately associated with everything CMF-related and will gracefully accompany most of the promotional materials.

Your partnership will go towards all aspects of the festival from paying artists to transforming venues and turning our downtown into a public art exhibit.

In exchange for your contribution, your company will receive the following perks:

PERKS

- Your company's logo will appear on the CMF website
- Opportunity for inclusion of logo on community-sponsored murals
- Shout-out on social media to 10,000+ engaged followers
- Unlimited free high-fives!





“I really love that beautifying our often neglected spaces pulls our citizens in, connects them to downtown in positive ways, makes them care about this place more than before...and the fact that we now have the most stupendously beautiful, free, outdoor art gallery accessible to all—that’s a true community treasure!”

–Chris Hunt, Community Leader & Tour Guide



LET'S CONNECT

The CMF is available for meetings via Zoom, telephone, or in-person to discuss sponsorship for the 2024 season.

Lise Oakley
Festival Director

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