

THE 4TH ANNUAL

GRINDSTONE

COMEDY
FESTIVAL

JULY 5-9

STAND-UP
IMPROV
SKETCH

SPONSORSHIP

PROPOSAL

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ABOUT THE FESTIVAL

Now it's in 4th year, the Grindstone Comedy Festival brings together local, national and international comedy acts to Edmonton Alberta for five days of improv, sketch and stand-up comedy. With over 50 artists, indoor and outdoor stages, an outdoor beer garden, local food trucks, workshops and performances, the Grindstone Comedy Festival has something for everyone.





OUR VALUES

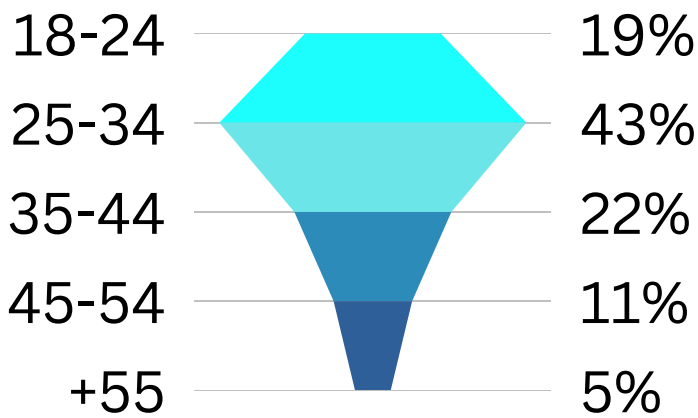
- We believe in Edmonton. We advance arts and culture in Edmonton through quality and affordable comedy to the public
- Focus on Canadian Comedy and local talent - not just big American names.
- We pride ourselves on an inclusive festival and representational programming. This year our programming features over 50% female and BIPOC performers.
- We recognize that we are on treaty 6 territory and are settlers on this land. We acknowledge the diverse Indigenous people who have been telling stories on this land in time memorial.
- Driving economic activity and local business in the West Ritchie and Old Strathcona and to the city as a whole

OUR AUDIENCE

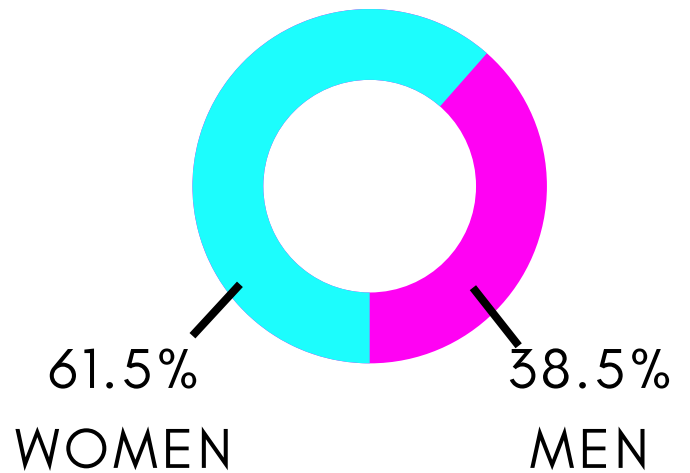
Last year, the festival had over 1,600 patrons.

This year, we anticipate over to **2,000 patrons** with more than **+20,000 impressions** digitally and in-person.

AGE



GENDER



WHO IS PERFORMING

In addition to amazing local programming like **The 11 O'clock Number**, **Lisa Baker** and **Donovan Workun**, we have Nation and International headliners including **Scott Thompson** (Kids In The Hall), **Nikki Payne** (Just for Laughs), & **Neema Naz** (TikTok)!



Performers include:

Ken Hall
The 11 O'clock Number
Andrew Packer
Two Girls One Trench Coat
Mark Little
Jarrett Campbell
Marc-Anthony Sinagoga

Austen Alexander
Amber Harper-Young
Lisa Baker
Kyle Patan
Henry Sir
& More!
(Over 50 Acts!)

ARTIST SPONSOR

This sponsorship goes towards over \$50 k in artist fees for the festival.

RECOGNITION:

- **2-4 comp tickets for each show that artist is in**
- **Meet the artist after the show!**
- Recognition under artist bios
- One social media post tagging the artist and sponsor
- Half page ad in our digital program
- Logo on the Comedy Festival Website, logo on printed banners on site and digital program

TOTAL: \$1,000 - \$,5000
(depending on the artist)





SMALL BUSINESS PARTNERSHIPS

Promote your local business while supporting arts and culture in Edmonton!

RECOGNITION

- Logo on the Comedy Festival Website, logo on sponsor banner and a digital program ad
- One social media post

COST: \$250-1,000



FESTIVAL PRESENTING SPONSOR

This is the major sponsor of the festival.

RECOGNITION

- Presented by title under all Comedy Festival print and digital materials
- Four 5x5x10 tower scrim covers on festival site
- 4 x 8 printed fence banners on site
- Full-page ad in digital program
- Social media recognition
- VIP Comp tickets available on request

COST: \$20,000-30,000



BEER GARDEN SPONSOR

Get your name on everyone's favorite spot at the festival.

RECOGNITION

- Naming rights of Grindstone's street beer garden located between the two stages
- Logo on the Comedy Festival Website,
- Two 4 x 8 banners on the patio, printed banners on site, full-page ad in digital program
- Comp tickets available on request

1 Spot available: \$3,000 - \$5,000

SHOW SPONSOR

RECOGNITION:

- Company recognition attached to show title
eg. Mark Little Presented by...
- Logo on marketing material for the show
- Thank-you in our pre-show announcement
- Half page ad in our digital program
- Logo on our Website, logo on printed banners
on site
- Comp tickets available on request

TOTAL: \$500-1000/show





STAGE SPONSOR

Sponsor The Grindstone's stage. This sponsorship helps cover the stage costs.

RECOGNITION:

- Stage banner, with naming rights for the stage
- Thank-you in our pre-show announcement
- Full Pg Ad in our digital program
- Logo on the Comedy Festival Website, Printed banners on site and digital program
- Comp tickets available on request

TOTAL: \$3,000 - 7,500

FLIGHT/TRAVEL SPONSOR

Help us put up our out of town artists.

Scott Thompson (Kids In The Hall), **Nikki Payne** (Just for Laughs), **Neema Naz** (TikTok) & **MORE...**

RECOGNITION

- Logo on Festival Website, printed banners and digital program
- Thank-you in our pre-show announcement
- Comp tickets available on request

TOTAL: \$3,500



COMPETITION SPONSOR

Sponsor the next wave of comedians making their mark.

- Logo during all rounds of the competition
- Comedy Festival Website, Printed banners on site and half-page ad in digital program
- Comp tickets available on request

Total: \$3,000 - Sponsor and provide prize money for competition

GRINDSTONE COMEDY FESTIVAL - PRESENTS

STAND-UP STAND-OFF

"ONLY ONE WILL REIGN SUPREME"

ROUND 1 JUNE 8 ROUND 3 JUNE 22
ROUND 2 JUNE 15 ROUND 4 JUNE 29

ALL SHOWS @ 9PM

FINALS JULY 6TH

1ST 2ND & 3RD CASH PRIZES!

TICKETS @ GRINDSTONETHEATRE.CA

DEADLINES

Please send us your artwork as soon as possible. Any on site printing will be completed one week before the festival on JUNE 23rd.

CONTACT US

The Grindstone Comedy Festival relies on 50% of it's funding from Grants and Sponsorship. **YOU MAKE THE ARTS POSSIBLE IN EDMONTON.**

We are flexible with our sponsorships so if you have any questions or ideas of how you'd like to see your sponsorship dollars work please reach out.

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