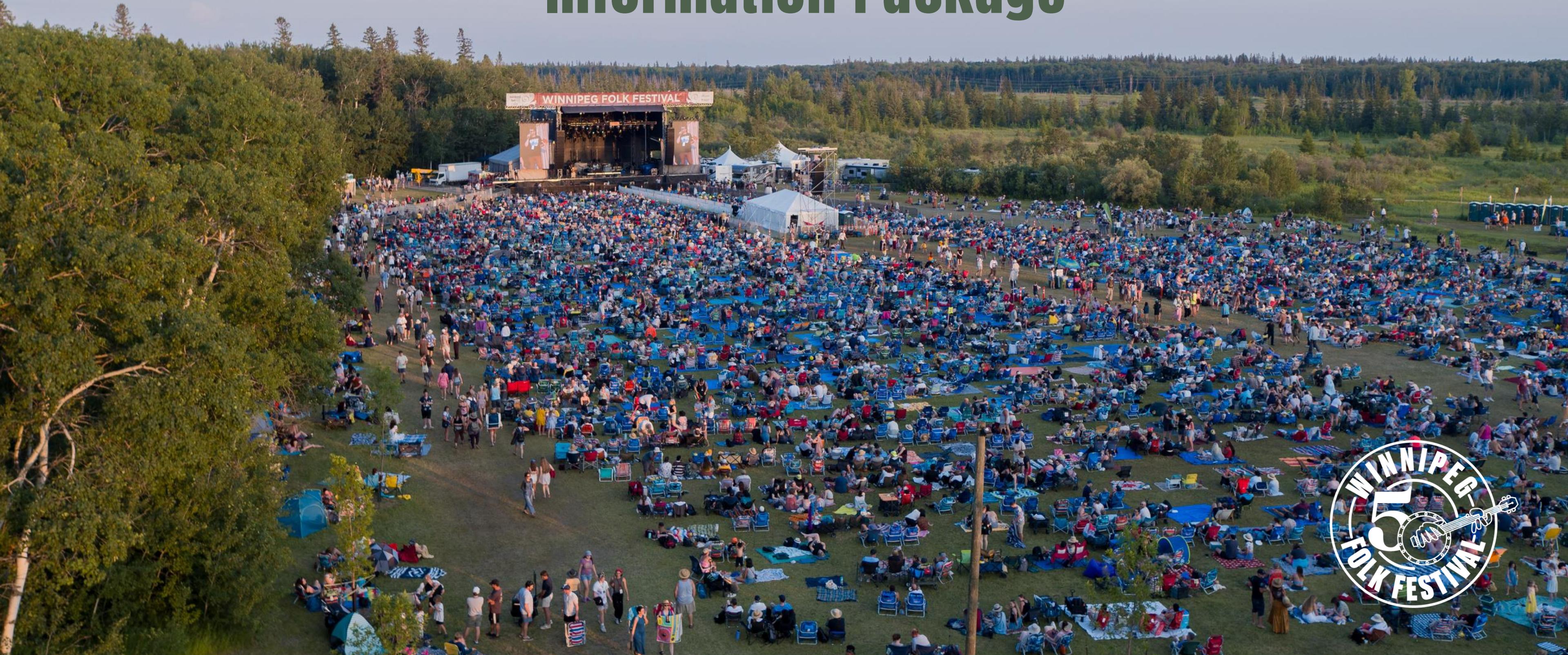


Winnipeg Folk Festival 2025

Information Package





BACKGROUND

As a year-round non-profit, the Winnipeg Folk Festival is dedicated to fostering music and community. Join us for our 50th anniversary in 2025.

Community-Focused: Uniting people of all ages, backgrounds, and lifestyles.

Commitment to Excellence: Dedicated to showcasing exceptional musical talent and creative expression.

Investing in Our City: Collaborating with local businesses to drive economic growth.



FOLK FEST IN NUMBERS

4-day festival

2,440 volunteers

*9 stages including
two evening stages*

76,000+ attendees

Over 70 artists

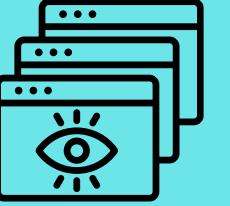
120 hours of music



During the festival, Birds Hill Provincial Park becomes the third largest 'city' in Manitoba!

MEDIA ENGAGEMENT

We promote the festival through various channels, reaching an estimated audience of over 255.4 million people across 155+ stories in 2024.

SOCIAL MEDIA	FOLLOWERS	POST REACH	OUTLET	REACH		
	31,953	1.3M		55.2M		612K page views leading up to the festival
	35,519	1.7M		24.1M		12,603 mobile app users
	1,404	4,344		18.8M		16,873 e-newsletter subscribers
				1.4M		

AWARDS

Winner of more than 16 awards since 2010 for tourism, volunteer service, artistic and fan-favourite awards including Favourite Manitoba Festival by The Uniter, Western Canadian Music Award, Event of the Year at the Manitoba Tourism Awards, 2023 Sustainable Tourism Award, 2018 and 2022 Green Operations Festival Of The Year and more.



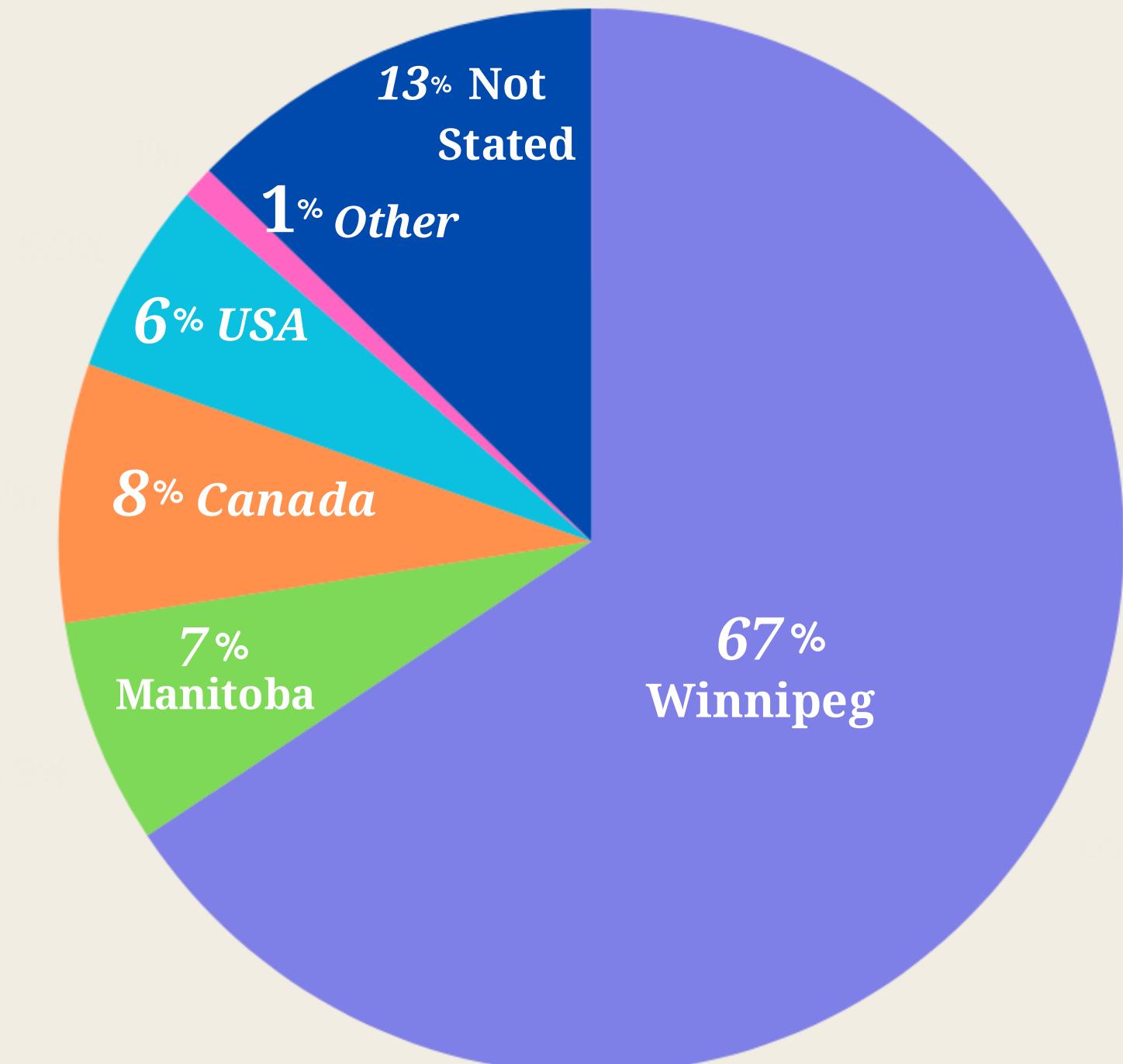


“The great thing is that it’s only 30 minutes outside the city, but you feel like you’re in a whole new world. It’s just magical.”

– 2024 Folk Fest Attendee

Our Audience

Residence



2024 DEMOGRAPHICS



Male
26%

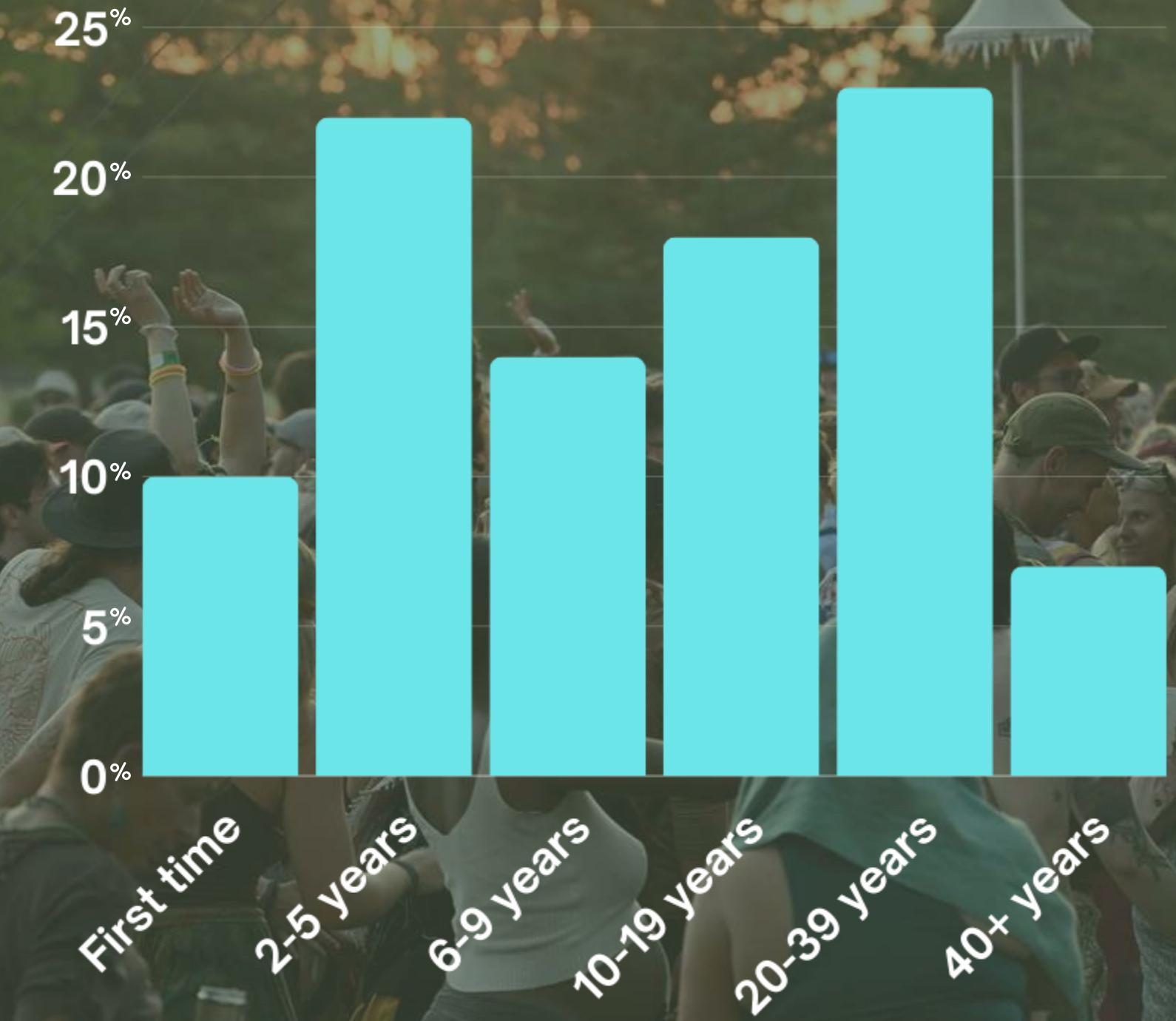


Non-Binary
6%



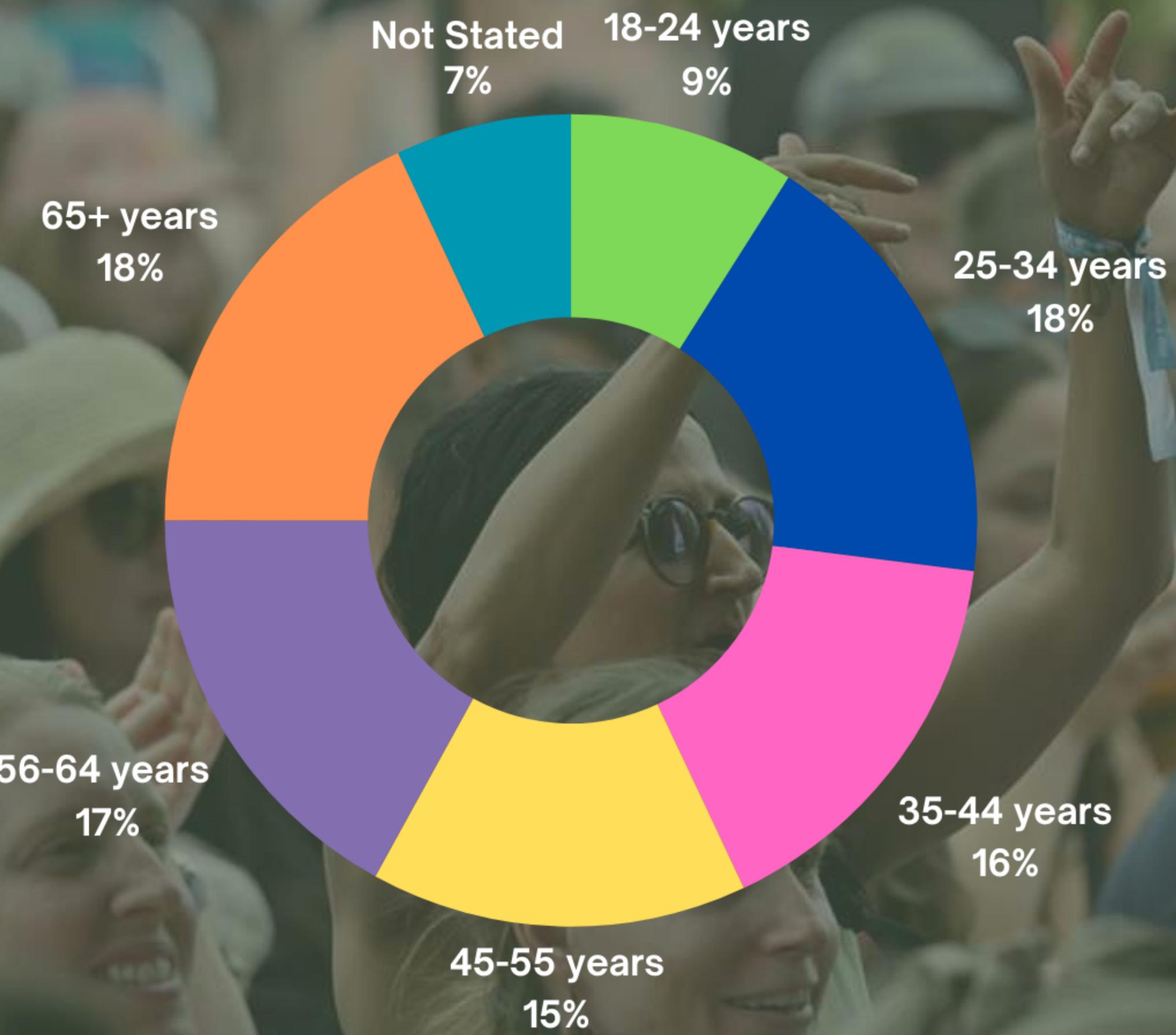
Female
62%

LOYALTY



**Respondents' answers when asked,
"How long have you been going to Folk Fest?"*

AGE RANGE



INCOME LEVEL

Less than \$30,000

\$30,000 – \$59,999

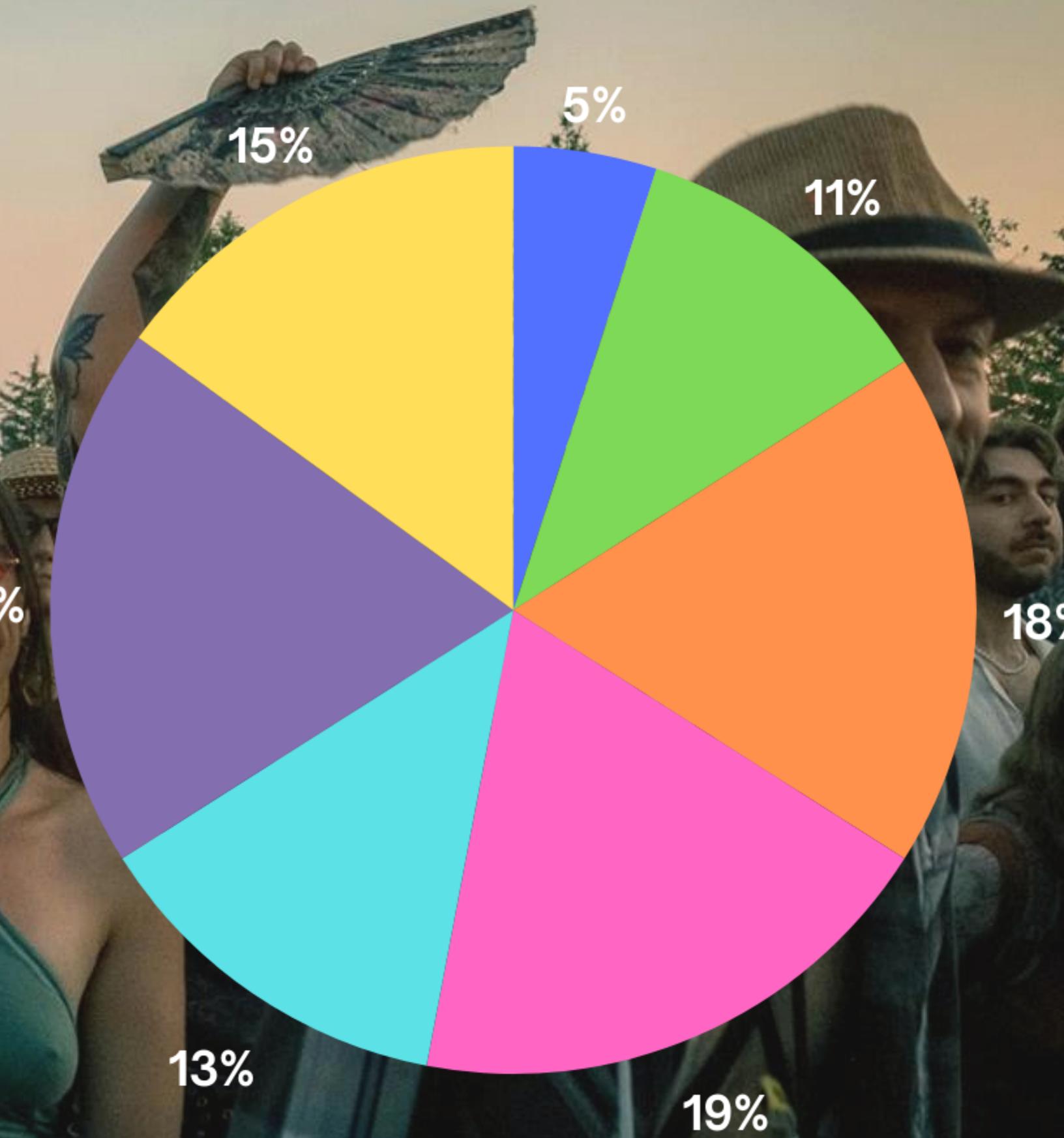
\$60,000 – \$89,999

\$90,000 – \$119,999

\$120,000 – \$149,999

\$150,000 or more

Not stated



A vibrant, sunlit photograph of a folk festival. In the foreground, several people are seated on the grass, smiling and laughing. A woman on the left wears a patterned tank top and glasses. Next to her, a woman in a white dress is laughing. In the center, a woman in a pink dress is holding a fan. To her right, a woman in a grey tank top is laughing. Further right, a woman in a purple shirt and sunglasses is looking up. The background is filled with more people, trees, and a clear blue sky.

**“The whole vibe is awesome. It’s really cool,
really relaxing — even walking in, you feel your
blood pressure go down.”**

– 2024 Folk Fest Attendee

2024 Sponsors

Investor



BellMTS



Partner



Supporter



Collaborator



Media



Funders



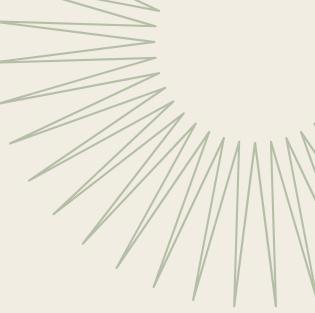
Patrimoine
canadien



With the support of:
Prairies Economic
Development Canada



Opportunities & Ideas



Stage Sponsorships

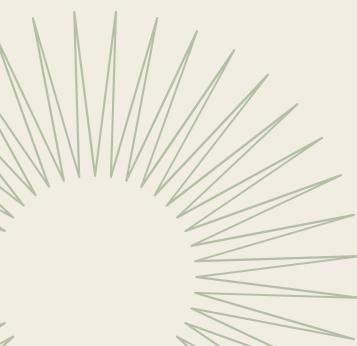


On Site Activation



Social Media

We aim to collaborate with brands that share our commitment to music and community, fostering mutually beneficial experiences for all.



See You at the Folk Fest!

We offer a variety of opportunities to collaborate and meet your objectives through customized sponsor packages, on-site activation and year-round marketing.



Sponsorship Inquiries:



vking@winnipegfolkfestival.ca



204-560-1668

