

# The Montreal Ska Festival

## Sponsorship Invitation

**October 11-12, 2012**

Launch & Party, Petit Campus  
57 Prince-Arthur East

**October 13 2012**

Main Event, Club Soda  
1225 boul. St-Laurent

**October 14 2012**

Show & Breakfast, Ye Olde Orchard  
20 Prince-Arthur West

**October 12-13 2012**

Exclusives Workshops, L'Absynthe  
1738 Saint-Denis

## Who we are

The Montreal Ska Society (La Société Ska de Montréal) (SSM) is a non-profit organization dedicated to nurturing a love of music and culture, rooted most prominently in the Jamaican/West-Indian style of ska, reggae rocksteady. Founded in November 2008, the SSM's main activity is the organizing of an annual ska festival held in Montreal. The festival provides many different opportunities; whether it be to bring international acts to Montreal to give them a glimpse into Quebec culture, give local up-and-comers the chance to share the stage with their idols, or give the public the opportunity to see all this play out at the Festival and discover special talents from around the world.

## What we do

The Montreal Ska Society's objectives are:

- To promote independent local artists and musicians who play Jamaican influenced music, including but not limited to: Ska, Reggae, Rocksteady, Calypso, Dancehall, Soul, Punk and Rock n 'Roll;
- To provide a platform to showcase artists from Quebec and Canada who play the aforementioned musical genres;
- Establish a national and international reputation to attract major Ska headliners to help highlight local artists;
- Provide solid support for musicians and artists, among others, by organizing shows in adjacent cities (Toronto, Quebec City, etc.), as well as enabling tours outside of Quebec (2009, 2010, 2011); improve coordination for the local scene;
- Organize concerts, parties and other events where people can gather and share their passion for the music, support the establishment of business contacts with the artists and producers;
- Educate youth, community and the general public about the origins of Ska and Reggae music through films, events and the media;
- Work with individuals, groups and community organizations and businesses across Montreal and neighbouring municipalities in order to expand and establish Ska and its related musical genres within local and national culture;

- The Montreal Ska Society has solidarity as its core value. Being guided by the fundamental spirit of Ska music, The MSS is opposed to any practice of racism, sexism, homophobia or any other form of discrimination within the Ska scene, and even beyond the music to the community beyond.

## An invitation to contribute: Partnership through Sponsorship

Dedicated to building a solid foundation for the promotion of Ska and Reggae music, the Montreal Ska Society is proud to present the third edition of the Montreal Ska Festival!

The MSS is committed to bringing music lovers the best performances in Ska, Reggae, Rocksteady, Calypso, Dancehall, Soul, Punk and Rock n 'Roll from all over the world to Montreal and this, for three consecutive nights. The first festival took place on the 9th, 10th and 11th of October 2009; the second on the 13th, 14th and 15th of October 2010 and third edition on October 13th, 14th and 15th of 2011. As with each edition, this year will feature a combination of well-known and established artists, including 2012 headlining The Planet Smashers and IllScarlett, as well as several up and coming performers from the emerging Canadian and American scenes. The main performance will take place at Club Soda, two nights will be held at the Petit Campus and one breakfast-performance at Ye Olde Orchard.

The principal objective of the Montreal Ska Society is to insure that the Montreal Ska Festival grows into a firmly established event for the region, looked forward to and appreciated by both the musicians and their fans from here and abroad. The administrators of the Montreal Ska Society are proud to announce that applications have been received from groups across the globe, from Russia to Columbia, to Italy.

This will be achieved thanks to the precious and invaluable help of our private sector sponsors. We kindly ask you to take a moment to read about the various sponsorship packages described below, in order to find the most relevant to you and your company for the support of the Montreal Ska Festival. Keep in mind that all prices and privileges are negotiable and the MSS is open to discuss the details described below, in order to provide a customized package that fits your exact needs.

We look forward to the opportunity to collaborate with you!

Sincerely,  
Valerie Desnoyers, Patrizio McLelland and Pat Gagnon  
Administrators, the Montreal Ska Society

## Summary of visibility plans

Please note that all sponsorship of different media or products will be examined and negotiated on an individual basis.

Advantages	PLATINUM	GOLD	SILVER	BRONZE	PRODUCTS/ SERVICES	MEDIA
Your company's banner displayed in the hall during the two evenings of the Festival (main events at Club Soda)	X	X				
Logo on all Festival promotional posters and leaflets	X	X	X			
Logo on all Festival print advertising	X	X				
Festival passes with backstage access	2					
Complimentary tickets for other Montreal Ska Society events, from November 1st 2012 to October 10th, 2013	4	2				
Company name mentioned in Festival radio ads, broadcast on CKUT 90.3 FM, CISM 89,3 FM and CHOQ.FM (web)	X					
Official sponsor recognition in the preliminary program emailed to all newsletter subscribers	X	X	X	X	X	X
Logo featured on the official program guide and on the Festival's official website ( <a href="http://www.montrealskafestival.ca">www.montrealskafestival.ca</a> )	X	X	X			
Full page advertisement in the Festival's Official Program Guide (black and white)	X					
Logo prominently placed in the Festival Newsletter	X					
Opportunity to negotiate the logos/links to your company and/or promotions (for a fee) placed in the Ska Festival newsletter	X	X	X	X	X	X
Opportunity to negotiate the installation of a promotional/sampling space for particular Ska Festival events	X					
Opportunity to negotiate special and/or exclusive placements in ads (web and radio) and in print	X					

## Platinum (\$1,001 +)

### Platinum Package benefits include:

- Your company's banner displayed in the hall during the two evenings of the Festival
- Logo on all Festival promotional posters and leaflets
- Logo on all Festival print advertising
- Festival passes with backstage access (2)
- Complimentary tickets (4) for other Montreal Ska Society events, from November 1<sup>st</sup> 2012 to October 10th, 2013
- Company name mentioned in Festival radio ads, broadcast on CKUT 90.3 FM, CISM 89,3 FM and CHOQ.FM (web)
- Official sponsor recognition in the preliminary program emailed to all newsletter subscribers
- Logo featured on the official program guide and on the Festival's official website ([www.montrealskafestival.ca](http://www.montrealskafestival.ca))
- Full page advertisement in the Festival's Official Program Guide (colour)
- Logo prominently placed in the Festival Newsletter
- Recognition and appreciation at the microphone during Festival performances
- Opportunity to negotiate the logos/links to your company and/or promotions (for a fee) placed in the Ska Festival Newsletter
- Opportunity to negotiate special and/or exclusive placements in ads (web and radio) and in print

## Gold (\$501 - \$1,000)

### Gold Package benefits include:

- Your company's banner displayed in the hall during the two evenings of the Festival
- Logo on all Festival promotional posters and leaflets
- Logo on all Festival print advertising
- Complimentary tickets (2) for other Montreal Ska Society events, from November 1st 2012 to October 10th, 2013
- Official sponsor recognition in the preliminary program emailed to all newsletter subscribers
- Logo featured on the official program guide and on the Festival's official website ([www.montrealskafestival.ca](http://www.montrealskafestival.ca))
- Opportunity to negotiate the logos/links to your company and/or promotions (for a fee) placed in the Ska Festival Newsletter

## Silver (\$251 - \$500)

### Silver Package benefits include:

- Logo on all Festival promotional posters and leaflets
- Official sponsor recognition in the preliminary program emailed to all newsletter subscribers
- Opportunity to negotiate the logos/links to your company and/or promotions (for a fee) placed in the Ska Festival News Letter

## Bronze (- \$250)

### Bronze Package benefits include:

- Official sponsor recognition in the preliminary program emailed to all newsletter subscribers
- Opportunity to negotiate the logos/links to your company and/or promotions (for a fee) placed in the Ska Festival News Letter

## Products/Services & Media

In addition to the sponsorship packages described above, a number of other opportunities to support the Montreal Ska Festival are available to you. For example:

- Food and drink for the staff and musicians;
- Transportation (Bus from Ottawa, Quebec, transportation right to the hotel for groups);
- Audio-visual (for archiving/documentation);
- Accommodation;
- Printing;
- Advertising;

If you wish, please contact us for details on how to offer an in-kind sponsorship of products/services.

## Promotional Opportunities for the Newsletter

If the sponsorship package you selected does not include it, you might want to buy space for your logo (with a link to your company website) appearing in the Festival News-Letter. The fee for this service is \$100.

A minimum of five campaigns will be conducted by email to subscribers of the Montreal Ska Festival Newsletter. Each campaign will include a promotional ad with pre-designed direct link to your organization's website. The fee for this service is \$75. A minimum of five editions will be sent between June and October 2012.

File Types: JPG, EPS, AI, PDF. All graphics for the newsletter should be in low resolution (72 dpi). Please note that all logos and advertisements will be on a white background.

*\*Page-ready ads are to be supplied by the organization. A graphic design service is available to you for an additional fee of \$50.*

## Advertising Space Prices: Official Montreal Ska Festival Events Guide 2012

*The Montreal Ska Festival Guide is a annual colour publication aimed at describing Festival related events, including information about the Festival, its schedules, artists' profiles, ads and promotions from our sponsors\*.*

<b>Format</b>	<b>Size (inches)</b>	<b>Price*</b>
Full page, back cover	7.5 x 4.5	250.00\$
Full page, inside cover	7.5 x 4.5	175.00\$
Half page, horizontal	3.5 x 4.5	75.00\$
Quarter page	3 5/8	50.00\$

Required file types: JPG, EPS, AI, PDF. All graphics for print advertising must be high resolution (300 dpi). Please note that all ads will be printed in black and white on white.

*\*Page-ready ads are to be supplied by the organization. Graphic design service available for an additional fee of \$50.*

## Contact

We welcome your questions and comments regarding the offers described in this document. Please contact us by email at the following address: [promo@montrealskafestival.ca](mailto:promo@montrealskafestival.ca).

The executives of the Montreal Ska Society are at your disposal for any negotiations:

### **Valérie Desnoyers**

President, Montreal Ska Society and Montreal Ska Festival

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### **Patrizio McLelland**

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### **Pat Gagnon**

Vice-President & Technical Director and Treasurer, Montreal Ska Society

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## About Us

Valerie Desnoyers is one of the co-founders of the Montreal Ska Society and the Montreal Ska Festival. Valerie has been actively involved in the local scene in Montreal for over ten years, and also has worked as a volunteer for PunkMeUp Webzine & Booking, an independent Montreal organization founded in 2004 dedicated to the promotion of underground music. She is the artistic director and mastermind behind the MSF.

Patrizio McLelland is definitely one of the key musicians on the Canadian ska scene. He plays keyboard in the well-established reggae local band DANNY REBEL & THE KGB. DRKGB have done several tours in Quebec, Canada and the U.S. and he possesses a solid knowledge of the montreal music scene as well as the independent national ska scene. Trained musician, Patrizio played in several musical formations and is currently in other acclaimed bands like BONES MALONES and BOIDS.

Pat Gagnon has been an FOH engineer for the past 6 years and has worked with *“more than [he] can remember”* Quebec artist ranging from music to comedy all the way through theatre. As a Technical Director, he’s helped shape bands and musicians into great acts and professional performers for a couple years. Onstage, he’s played more than 400 gigs and has been a part of THE HANGERS for the past 5 years recording 2 albums et touring across Canada. He gets things done onstage. Period.