



Love & Records is Western Canada's largest FREE out-door record fair held annually at Galt Gardens in Downtown Lethbridge on the second Saturday in September; featuring 12+ hours of live music, a massive single-day selection of new/used music (CDs, LPs, 45s, 78s, Tape), free Ferris wheel, outdoor art gallery, beer gardens, food, family-fun, raffles, and more! Listen to the live broadcast at CKXU.com | 88.3FM

MAJOR HIGHLIGHTS

- ✓ **Hip Downtown Transformation Award** from Heart of Our City – Celebrate Downtown
- ✓ **Festival & Event of the Year Award** from Southwest Service & Tourism
- ✓ **Major Community Event** in Southern Alberta Region by Travel Alberta
- ✓ **5,000+** attendees and listeners
- ✓ **55+** vendors from across western Canada (music, food, apparel, others)
- ✓ **25+** musical acts from across Canada spanning a variety of genres
- ✓ **5** Campus-community stations offering a coast-to-coast simul-cast of the live event
- ✓ **3** Nationally distributed vinyl compilations recorded from 2014, 2015 & 2016

In addition to these achievements, Love & Records has an excellent reputation within the community for always bringing a fun, accessible, and inclusive event for people of all ages to enjoy with extra goodies like a kids zone, acrobatics, and an art gallery!

We have an estimated market reach of 150,000 with exposure in all of the major local media (Lethbridge Herald, Sun Times, Global TV, CTV, Lethbridge Living, ArtsBridge, etc), and significant social media traction via Facebook. The event continues to attract people from across Southern Alberta and beyond!

We are currently looking for businesses and organizations that are interested in sponsorship opportunities for this unique event! We want sponsors to feel comfortable with their partnership with Love & Records and meet their promotional goals so please view the levels as a starting point, if you are interested in partnering with us we look forward to making your business/organization an important part of our 2016 event!

Love & Records is proudly presented by Lethbridge's campus-community radio station CKXU 88.3fm, a non-profit, volunteer driven and community based organization broadcasting from the Students' Union Building at the University of Lethbridge.

Love & Records 2017 will take place on Saturday September 16

Invitation to Sponsor Love & Records

In-Kind Supporter – Any value below \$1,000

We have a host of opportunities for in-kind sponsorship including prize donations for our main raffle and other promotional events leading up to the festival, as well as supplies, equipment, and labor donations during the actual event. Benefits include ad display on the website and social media mention where appropriate, as well as the opportunity to display your banner if desired.

Media Partners – In Kind Only

This level is reserved for media companies/organizations looking to spread the good word of the festival! Benefits include ad display on the Love & Records website and social media mention where appropriate, as well as the opportunity to display your banner or other promotional materials if desired.

Festival Supporters – \$1,000 - \$2,500

Festival Supporters will receive higher billing on the website as well as have their logo featured on event posters (distributed across southern Alberta) in addition to broad social media mention. Preferred location display of banners or other promotional material desired during the event. Space at the event for a booth or display.

Festival Sponsor – \$2,500+

Premiere Sponsors will receive preferential billing across all platforms (website and posters), broad social media mention and the chance to display their banners adjacent to the festival stage. Market exclusivity reserved.

Event Presenters – \$15,000+

In addition to all the benefits associated with the Premiere Sponsors, the Event Presenter will receive exclusive rights to presenting the event along with CKXU and will have their banner or other promotional material prominently displayed on the festival stage. We are very open to mutually beneficial presenting partnerships.

Please feel free to contact us to discuss these opportunities and any other arrangements your business/organization may be interested in! www.LoveAndRecords.ca

Individual contact: _____

Project Manager: Curtis Goodman (403) 393-4085, info@LoveAndRecords.ca

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