

MEMORANDUM

To: MFL Affiliates

From: Sylvia Farley, Executive Director

Date: March 14, 2016

Re: **2016 Winnipeg Folk Festival – Family Area Sponsorship**

The 43rd Winnipeg Folk Festival will take place on July 7th - 10th and, as always, promises a diverse and talented line-up of performers from Manitoba and around the world.

Each year, the Manitoba Federation of Labour and our Affiliates come together to sponsor the Family Area under the Chickadee Big Top at the Festival.

For the past two years, the festival provided free entrance for children under 12 to help families attend the festival and inspire them to continue to make coming to the Winnipeg Folk Fest a beloved annual tradition. Last year, there were over 1,200 children attended the 4-day festival and took part in our family activities. This was possible due to our sponsorship along with providing activities and concerts in the family area.

Reducing these costs allows many families, who may not have the means, to attend the festival for a day or for the whole weekend and experience the festival as a family. Once again this year, we anticipate increased attendance as we continue to reach more Manitoban families and ensure they have access to the Festival at a reasonable cost.

The MFL is asking you to participate in our sponsorship by making a contribution and to support the Winnipeg Folk Festival.

Here is what a \$500.00 or more contribution will provide your Union with:

- ❖ Your Unions Logo on the signage at the Family Area under the Chickadee Big Top tent
- ❖ Your Union Logo inside the 2016 Festival Program Book
- ❖ Your Union being listed on the Family Area page in the 2016 Festival Program Book
- ❖ One (1) day pass to the Festival for each \$500.00 contribution.

Our goal this year is to raise over \$10,000.00 and we need your help.

The partnership between Manitoba Unions and the Winnipeg Folk Festival is deep-rooted and multi-layered. As volunteers, union members have been instrumental in fueling the organization and participate in a variety of roles.

In order to meet print deadlines, you must confirm your sponsorship by April 29th and have the artwork in to the MFL by May 15th.

Please make cheques payable to the Winnipeg Folk Festival and **forward to** the Manitoba Federation of Labour office so that we can track the donations.

You may call us directly or e-mail sfarley@mfl.mb.ca to confirm your donation if there is a delay in sending the cheque.

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