



About the Festival

A Brief History of the Canadian Festival of Spoken Word

A fixture of the Canadian Spoken Word scene since 2004, the Canadian Festival of Spoken Word (CFSW) is a nomadic, annual, week-long national arts festival produced by Spoken Word Canada and organized by the host city.

What happens at CFSW?

The mission of CFSW is to celebrate the transformative power of words – written, spoken or sung; to engage diverse groups in cutting-edge, live performances as both audience and participants; to present influential artists from both the oral and literary traditions; and to encourage the next generation of performers and writers. CFSW embraces a wide definition of literature and orature that includes page-based poetry, oral storytelling, and singer-songwriters.

Each year, as part of CFSW, the best slam poets from across Canada compete at a poetry slam team championship. Sanctioned by SpoCan (the governing body of Canadian poetry slam), the CFSW poetry slam crowns the nation's best slam poetry team.

CFSW 2018: Community

This year, Guelph will be opening its doors and welcoming all to share in this year's theme: Community. We will showcase our own community and hospitality for poets from across Canada. In exchange, we'll be getting some of the best of this nation's talent performing, workshopping, and interacting with our people and businesses.

Events will be run mainly in the downtown core and poets will be grouped at the Days Inn by the University of Guelph.

Guelph Spoken word is a registered non-profit organization that has run the Guelph Poetry Slam since 2008. We aim to serve this national community by staging CFSW in a way that ensures fairness and raises the profile of the slam movement in Canada while creating a welcoming, safe environment for poets, audience members, and the general community alike.



Showcasing Your Brand at CFSW

Reach & Exposure

The Canadian Festival of Spoken Word will offer your organization a variety of opportunities to establish your brand both locally and nationally.

Who your brand will reach in Guelph

Audiences of approximately 2500 over the course of the festival. Although a wide range of people attend CFSW, based on a 2017 survey, the core demographics are as follows:

- Urbanites
- 18-60 years of age
- Balanced gender demographics
- Largely university- or college-educated
- Regular patrons of festivals and performing arts
- Local media, principally focused on arts and entertainment coverage

Who your brand will reach nationally

- Over 100 high-profile influencers from artistic communities across the country, including Ottawa, Halifax, Edmonton, Vancouver, and Calgary:
- Opinion leaders within their artistic communities
- Highly engaged with arts education
- Active in social media with significant followings
- Fixtures in the Canadian arts scene

Social Media

- Guelph Spoken Word
 - 1300 followers on Twitter
 - Over 1200 Facebook followers
- SPOCAN
 - Over 850 followers on Twitter
 - Over 2200 followers on Facebook

Sponsorship Opportunities

Monetary Sponsorship

The Team Piece Package (\$5000)

- Four VIP passes to the Canadian Festival of Spoken Word
- Exclusive sponsorship of the CFSW 2018 Slam Finals
- Exclusive first right refusal of sponsorship for the CFSW 2019 Slam Finals
- Mention on Finals ticket face
- Live promotion from finals venue stage
- Short bio, logo, and website featured on cfsw.ca
- Company name/logo included in press releases and promotional materials
- Dedicated Facebook and Twitter posts with picture, short bio, and link to website

The Poem Package (\$2000)

- Four VIP passes to the Canadian Festival of Spoken Word
- Live promotion from venue stages
- Logo and website featured prominently on all pages of cfsw.ca
- Company name/logo included in press releases and promotional materials
- Dedicated Facebook and Twitter posts with picture, short bio, and link to website

The Stanza Package (\$1000)

- Four all-access passes to the Canadian Festival of Spoken Word
- Logo and website in Sponsor section of cfsw.ca
- Logo and business description in Participant package
- Logo on promotional materials
- Promotion of sponsorship on Facebook and Twitter

The Verse Package (\$500)

- Two passes to the Canadian Festival of Spoken Word
- Logo in Sponsor section of cfsw.ca
- Logo in participant package

The Word Package (\$250)

- Four tickets to the Canadian Festival of Spoken Word Slam Finals
- Acknowledgement of sponsorship on cfsw.ca
- Acknowledgement of sponsorship in participant package

In Kind Contributions (Material Goods & Services)

In kind Contributions are just as important to the success of the festival as monetary ones. As an added benefit to your organization, Material and Service sponsorship has the advantage of making its way directly into the hands of festival attendees, inevitably boosting your brand recognition.

We invite any organizations that may offer relevant products or services to donate them to the festival, and in return we will gladly work out a benefit package that suits your needs. This is an excellent opportunity for organizations who cannot make monetary contributions to the festival but who still wish to be involved.

The Canadian Festival of Spoken Word is primarily in need of:

- Beverage and food sponsorship
- Photography and Videography Services

- Printing Services
- Prizes for winners and Door prizes for audience members
- Promotional items for Participant SWAG bags (pens, notebooks, vouchers, etc.)
- Festival apparel sponsorship (silk screening, bags, pins)
- Advertising
- Accommodations

Contact Us

Thank you for taking the time to read and consider the sponsorship package for the Canadian Festival of Spoken Word 2018. We hope to meet with your organization in person. Should you have any questions with regards to our sponsorship package, wish to learn more about the festival, or are interested in becoming a sponsor for CFSW, please do not hesitate to contact us.

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