



**Folk Star Arts Academy**  
presents

# **FOLKLORE FESTIVAL**



**SPONSORSHIP PACKAGE**



**2025 Highlights**



Dear Prospective Sponsor,

We hope this message finds you well. It is our pleasure to announce that Folk Star Arts Academy will be hosting the 7th Annual Folk Lore Festival, a vibrant cultural celebration of dance, music, and artistic diversity. The festival's main event will take place on Sunday, September 6, 2026, at the Bell Performing Arts Centre in Surrey, British Columbia.

The Folk Lore Festival has become a signature event in our annual programming, providing a dynamic platform for youth performers, artists, and community members to celebrate cultural traditions and artistic expression. Through the universal language of art, the festival fosters cultural appreciation, dialogue, and unity within the diverse communities of the Lower Mainland.

Founded in September 2019, Folk Star Arts Academy is a Surrey-based non-profit organization dedicated to preserving and promoting traditional Punjabi folk arts. Our programs focus on teaching Bhangra, Giddha, Luddi, and Dhol (traditional drumming) while encouraging youth to develop a deeper connection with their cultural heritage. Through education and performance opportunities, we aim to ensure that these important cultural traditions continue to thrive for future generations.

The Folk Lore Festival marks the culmination of our summer workshops and youth programs, where students showcase the skills and creativity they have developed throughout the season. In addition to performances, this year's festival will also feature several interactive cultural activities designed to engage the broader community, including:

- A Calligraphy Exhibition highlighting traditional and contemporary artistic styles
- An Open-to-Public Bhangra Workshop allowing attendees to learn and experience Punjabi folk dance firsthand
- A “Meet the Artist” Session where community members can interact with performers, instructors, and cultural artists
- Guest performances from diverse cultural groups celebrating multicultural artistic exchange

These activities help create an inclusive environment where people of all backgrounds can experience and appreciate the richness of different cultural traditions.

We would be honored to invite your organization to become a **Sponsor of the Folk Lore Festival**. Your support will help us continue our mission of cultural preservation, youth engagement, and community connection through the arts.

As a valued sponsor, your organization will receive recognition through several channels, including:

- Logo placement on event marketing materials and stage backdrops
  - Promotion across our website and social media platforms
  - Acknowledgment by the event MC during the program
  - Opportunities to host an informational booth or display at the event venue
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We would welcome the opportunity to discuss sponsorship options and tailor a package that aligns with your organization's goals and community engagement initiatives.

Should you have any questions or wish to explore partnership opportunities, please feel free to contact us at [FolkStarEvents@Gmail.Com](mailto:FolkStarEvents@Gmail.Com)

Thank you for considering this opportunity to support the 7th Annual Folk Lore Festival and celebrate cultural diversity with us. We look forward to the possibility of partnering with you to make this year's event a meaningful and memorable experience for the community.

Warm regards,  
Sponsorship & Partnerships Team  
The Folk Star Arts Academy

Folk Lore Festival 2026 - Event Details	
Grand Event Sunday, September 6, 2026 Bell Performing Arts Centre – Main Stage 6250 144 Street Surrey, BC V3X 1A2	Bhangra Workshop August and September 2026 Guru Angad Dev School- Gym 13479 77 Ave, Surrey, BC V3W 6Y1
Meet the Artist & Community Storytelling Session August 30, 2026 Location: <i>To Be Determined</i>	Calligraphy Exhibition August and September 2026 Newton Cultural Centre 13530 72 Ave, Surrey, BC V3W 2P1

## Our sponsorship tiers are as follows:

### **Diamond Sponsor: \$5,000**

- 30 complimentary tickets to the Folk Lore Festival.
- Honorary plaque as a Diamond Sponsor of the Folk Lore Festival.
- Dedicated in-show promotion and recognition on stage by the event emcee.
- Prominent logo placement on website for one year under Diamond Sponsors.
- Prominent logo placement on event marketing materials.
- Dedicated social media promotion
- The Diamond Sponsor's name and logo will be prominently displayed alongside the Folk Star Arts Academy logo on the main stage backdrop, presented as: "Folk Lore Festival Presented by Folk Star Arts Academy & **Sponsor Name**"
- On stage award presentation by Sponsor guest for the performers.
- Five minutes speaking opportunity to address the audience & promote your business.

## **Gold Sponsor: \$3,000**

- 20 complimentary tickets.
- Honorary plaque as Gold Sponsor of Folk Lore Festival.
- Dedicated in-show promotion and mentions on-stage by emcee.
- Prominent logo placement on websites for one year under Gold Sponsors.
- Prominent logo placement on event marketing materials.
- Dedicated social media promotion.
- Recognition on event backdrop and during the show (3x more).
- On stage award presentation by Sponsor guest for the performers.
- Three minutes speaking opportunity to address the audience & promote your business.

## **Silver Sponsor: \$2,000**

- 15 complimentary tickets.
- Honorary plaque as Silver Sponsor of Folk Lore Festival.
- Dedicated in-show promotion and mentions on-stage by emcee.
- Prominent logo placement on websites for one year under Silver Sponsors.
- Prominent logo placement on event marketing materials.
- Dedicated social media promotion.
- Recognition on event backdrop and during the show (2x more).
- On stage award presentation by Sponsor guest for the performers.
- Two minutes speaking opportunity to address the audience & promote your business.

## **Bronze Sponsor: \$1,000**

- 10 complimentary tickets.
- Honorary plaque as Bronze Sponsor of Folk Lore Festival.
- Dedicated in-show promotion and mentions on-stage by emcee.
- Prominent logo placement on websites for one year under Bronze Sponsors.
- Prominent logo placement on event marketing materials.
- Dedicated social media promotion.
- Recognition on event backdrop and during the show.
- On stage award presentation by Sponsor guest for the performers

## **Gift-In-Kind Sponsor:**

We are greatly appreciative of Gift-In-Kind Sponsors who cannot provide cash but can provide goods or services to sponsor Folk Lore Festival. As a Gift-In-Kind Sponsor, the benefits are to be mutually agreed upon on a case-by-case basis to ensure that the partnership is mutually beneficial for the Sponsor and Folk Lore Festival.

