



# Sponsorship Package



## Association Objectives

The Calgary Fiddlers Association is a non-profit society whose mandate is to preserve, promote, and perform all types of fiddling, with particular emphasis on Canadian styles. The Association goals are:

- To preserve and promote the heritage of folk fiddling.
- To promote all styles of fiddling in the Calgary area and whenever possible in other areas of the province of Alberta, the entire nation of Canada, and the world.
- To promote a performance format for the art of folk fiddling in general.
- To provide systematic training in the art of musical literature (repertoire) of folk fiddling.
- To provide a special format for students interested in the art of folk fiddling in the city of Calgary, the province of Alberta and, indeed, the entire nation of Canada.

[www.CalgaryFiddlers.com](http://www.CalgaryFiddlers.com)

# The Calgary Fiddlers & Bow Valley Fiddlers

The Calgary Fiddlers are a talented group of young violinists from Calgary, Alberta, Canada who, during the past two decades, have entertained thousands of people throughout the world with live performances, television and radio broadcasts, and concert tours. The Calgary Fiddlers currently give in excess of one hundred performances annually.

The Fiddlers have become leaders in their field and are considered a “professional” group by their audiences and peers however the members are in fact amateurs. This unique situation is perhaps the Fiddlers greatest strength.

In September of 1993, The Calgary Fiddlers Association established a “farm team” called The Bow Valley Fiddlers, to better prepare students entering the senior group. Any violinist under the age of 18 years is eligible to become a member of either The Calgary Fiddlers or The Bow Valley Fiddlers. Annual auditions are held each spring. Generally, the most successful candidates are classically trained musicians.

The Bow Valley Fiddlers are a division of The Calgary Fiddlers Association and although they are separate and distinct from The Calgary Fiddlers division, both groups fall under the same association. All of the groups under The CFA (The Calgary Fiddlers Association) were formed to meet the performance format as outlined in our goals and objectives. As members of the performance groups, they also benefit from the educational coaching and training provided by the association. Ranging in age from 7 to 18, these vibrant musicians have become known for their distinctive ability to present traditional and original fiddle tunes in an innovative and youthful style.

The Calgary Fiddlers and The Bow Valley Fiddlers perform a rich and diverse selection of folk music. Fiddling, as it is called, is an old art which has traditionally been passed down from generation to generation. This folk music has played an important and integral part in the cultural fabric of many nations, and is particularly true in Canada. Although Pop Culture has dominated commercial radio and television industry during the last few decades, recent popularity of musicians such as The Rankin Family, Leahy, and Natalie McMaster have placed folk and traditional music back on top of the charts. The Calgary Fiddlers and The Bow Valley Fiddlers are part of this resurgence.

Due to the unique nature of the groups and the music performed, The Calgary Fiddlers are successful at reaching a wide market. Whether it is the two year old or their grandparents, people from the “big city” or the rural communities, a lawyer or a farmer, the group is able to cross all boundaries. This is evident when looking at the various functions and events for which they are requested to perform.



# Your Donation Will Help

## The Community

Both The Calgary Fiddlers and The Bow Valley Fiddlers are often invited to perform at fundraisers and for special events throughout Calgary and surrounding areas. Many of these performances are donated by the Association to help promote fiddling in the community. Some of these performances include:

- **Seniors' Centres** – Bethany Care Centre, Trinity Lodge, Harvest Hills, Confederation Park, The Renoir, Wentworth Manor, Parkdale Seniors Centre, Aspen Lodge, Bowview Manor, Care West
  - **Schools** - The Calgary French School, Guy Weadick School, Menno Simons Christian, Canada Wide Science Fair, Okotoks, Community School of Music
  - **Community Events** - The Craft Fair at Spruce Meadows, Millenium Park, The Children's Festival, Christmas at Eau Claire, Robbie Burns Celebrations, The Cowboy Festival, Discover Devonian, Calgary Philharmonic Orchestra
- Fundraising Events** – Pledge Day for QR77 and the Children's Hospital, Make-a-Wish Foundation

## The Youth in Our Program

One of the best assets of The Calgary Fiddlers Association is to give each member invaluable life skills. Some of these experiences include:

- **Cultural Experiences** - This is achieved through learning the cultural art of fiddling and by interacting with different customs through touring, and performing with other ethnic acts and at different venues.
- **Interpersonal Skills** - Working in a group that demands such high standards of performance required the development of the following skills:
  - Confidence
  - Leadership
  - Team Building
  - Discipline
  - Communication
  - Stress & Time Management
- **Professional Experience** – Members are exposed to an unusual number of experiences, which are normally only available to professional musicians. These include:
  - Recording Projects
  - Television Broadcasts
  - Radio Broadcasts
  - Touring (local, national, international)
  - Playing with other Professional Musicians

## The Calgary Fiddlers Association

Our organization is always looking for ways to make the existing fiddling programs even better for present and future fiddle students, our audiences and for the greater Calgary community. Ways you may help to enhance our programming:

- **Sponsor a Special Project**
  - **Coast-to-Coast School Tour**
    - tour a different province/territory each year.
    - visit and perform at 20 elementary/middle schools to share and promote fiddling.
  - **Pro Education Series**
    - connect with big name industry fiddle musicians to provide educational workshop opportunities for our fiddle students.
  - **Yearly Commissioned Tune**
    - invite a different Canadian fiddle composer to commission a tune for the CFA each year. Introducing new works will create a lasting legacy that will be enjoyed by audiences for many years to come.
  - **Instructional Fiddle Books (w/ CD)**
    - this project will allow the association to enhance and standardize teaching techniques specific to the CFA. As well, we feel this project will help preserve Canadian fiddle heritage, tradition and culture, and will allow the association to engage with the greater fiddle community.
  - **CD Production** – every third year we produce a CD.
  - **Instrument Bank** – help us to build our inventory of accompanying instruments.
  
- **Sponsor a CFA Event**
  - **Fiddle Fantasia** (December event – Jack Singer Concert Hall)
  - **Bow & Fiddle Barn Dance** (March event – Thornccliffe/Greenview Hall)
  - **Bow & Fiddle Barn Dinner & Dance** (March event – Symons Valley Ranch)
  - **Sweet on Fiddlin'** (April event – Jubilations Dinner Theatre)
  - **Fiddle Frenzy** (June event – Bethany Chapel)
  - **Wild Rosin Fiddle Festival** (NEW – September 2011)

### *Sponsoring an event includes:*

- Tickets to event
- Logo on brochure and logo board
- Logo on event's webpage
- Verbal acknowledgement at the event

**Inquire for more details!**



# Sponsorship Levels

## Enthusiast (of the CFA)

Value:	\$50,000+
Number Available:	10
Industry Exclusivity:	No

### Benefits (available in donation year)

- 10 VIP passes to all CFA events.
- 3 complimentary Calgary Fiddlers performances at your event/s
- Donor logo placed on official CFA performance vans.
- “Fretless Frenzy” CD and “Reel to Real” DVD
- Listing on “Donors and Granting Agencies” website page.
- Tax Receipt



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# Benefactor (of the CFA)

Value: \$25,000 - \$49,999

Number Available: 9

Industry Exclusivity: No

## Benefits (available in donation year)

- 6 VIP passes to all CFA events.
- 2 complimentary Calgary Fiddlers performances at your event/s
- Donor logo placed on official CFA performance vans.
- “Fretless Frenzy” CD and “Reel to Real” DVD
- Listing on “Donors and Granting Agencies” website page.
- Tax Receipt



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# Patron (of the CFA)

Value: \$10,000 - \$24,999

Number Available: 15

Industry Exclusivity: No

## Benefits (available in donation year)

- 4 VIP passes to all CFA events.
- 1 complimentary Calgary Fiddlers performance at your event
- Donor logo placed on official CFA performance vans.
- “Fretless Frenzy” CD and “Reel to Real” DVD
- Listing on “Donors and Granting Agencies” website page.
- Tax Receipt



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# Supporter (of the CFA)

Value: \$5,000 - \$9,999

Number Available: Unlimited

Industry Exclusivity: No

## Benefits (available in donation year)

- 2 VIP passes to all CFA events.
- 2 complimentary Bow Valley Fiddlers performances at your event/s
- "Fretless Frenzy" CD and "Reel to Real" DVD
- Listing on "Donors and Granting Agencies" website page.
- Tax Receipt



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# Friend (of the CFA)

Value: \$1,000 - \$4,999  
Number Available: Unlimited  
Industry Exclusivity: No

## Benefits (available in donation year)

- 1 complimentary Bow Valley Fiddlers performance at your event
- “Fretless Frenzy” CD or “Reel to Real” DVD
- Listing on “Donors and Granting Agencies” website page.
- Tax Receipt



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# Fan (of the CFA)

Value:	\$10 - \$999
Number Available:	Unlimited
Industry Exclusivity:	No

## Benefits

- Listing on “Donors and Granting Agencies” website page.
- Tax Receipt



We thank our past, present and future supporters for helping us to keep the art of fiddling alive and thriving!

**The Calgary Fiddlers Association - A Synergy of Youth and Music...**

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