



Finance Division

COWICHAN VALLEY REGIONAL DISTRICT

SUBMISSION FOR A GRANT-IN-AID (ELECTORAL AREAS)

Submitted by Director Acton Area B

Grantee:	Grant Amount \$ <u>500</u>
NAME:	<u>Koksilah Music Festival</u>
ADDRESS:	<u>c/o Alex Shiebel</u> <u>4310 Paters Road</u> <u>Duncan BC V9L 6N3</u>
Contact Phone No:	<u>shiebel.alex@gmail.com</u>
PURPOSE OF GRANT:	<u>Support for the 2019 Koksilah</u> <u>Music Festival</u> <u>See Attachments</u>
REQUESTED BY:	<u>[Signature]</u> Director's Signature

ACCOUNT NO.	AMOUNT
<u>01-2-1950-0445-112</u>	<u>500.00</u>

FOR FINANCE USE ONLY
BUDGET APPROVAL <u>[Signature]</u>

Approval at Regional Board Meeting of _____

Finance Authorization



Koksilah Music Festival
4310 Peters Rd, Duncan, BC
V9L 6M3

July 17, 2019

Dear Ms. Acton,

Please accept this request for support from the Koksilah Music Festival Society. We are a volunteer committee organizing the third annual Koksilah Music Festival at Providence Farm in Cowichan Bay, Sept 6-8, 2019. Our purpose is to support BC artists and amplify the voices of under-represented communities, including Indigenous people, LGBTQ2+, and people of colour. We strive to generate meaningful art, performance, and dialogue surrounding reconciliation between Indigenous and non-Indigenous communities, and seek to foster bridging between different cultures. One of our primary aims is to create a welcoming space where Quw'ustun and other Indigenous elders, knowledge keepers, artists, and community members can share their songs, dances, stories, and perspectives. All Quw'utun people are invited free of charge to reflect that the event is being held on their territory.

The festival features over 25 performances from Canadian musicians, engaging workshops and programming for all ages, and a prominent visual art gallery. This year we expect to host over 650 audience members, performers, and volunteers from across the province.

The CVRD has graciously committed \$3000 through the Regional Grant-in and \$1000 through the Arts and Culture Grant. Ian Morrison suggested we may approach our electoral area director about additional community grant-in aid. We are requesting an additional \$500 in support from you for two reasons.

1. Over the past two years we have partnered with Quw'ustun Elders to ensure this gathering follows cultural protocols. This year we strive to improve compensation for Elders who provide consultation services.
2. In addition, we have received provincial funding from Creative BC to hire Audrey George as a community outreach coordinator, in order to increase involvement from within the Quw'utun community. This grant requires us to match provincial funds, and as a result we are currently not in a position to use the entirety of the grant. Additional funding would allow us to take full advantage of the Creative BC grant, expand Ms. George's contract, and ensure the event is as

funding would allow us to avoid drawing from our performance and workshop budget for this purpose. In past years, a number of local artists and presenters contributed their time at reduced rates in order to support the festival; however in 2019 we aim to improve equity and ensure all artists are compensated fairly.

Please find enclosed our sponsorship package with more information about our programming, audience, the impact of your support, and what we can offer in return. We appreciate your commitment to addressing local social issues. Thank you for considering our request.

Truly,

Alex Schiebel
Board Director



**THE KOKSILAH MUSIC FESTIVAL
IS A 3-DAY EVENT THAT TAKES
PLACE AT PROVIDENCE FARM,
AT THE BASE OF TUWE'NU
(TZOUHALEM RIDGE), NEAR
TL'UPALUS (COWICHAN BAY), BC.**

The Koksilah Music Festival is a place for inspiration and healing. Our purpose is to uplift Indigenous cultural resilience and resurgence, deeply rooted in the belief that acts of reconciliation involve both careful and deliberate conversation, as well as joyous celebration.



We feature over 30 performances from Canadian musicians, engaging workshops and programming for all ages, and a stunning visual art gallery. The festival prioritizes Indigenous performers, visual artists, speakers, and facilitators, and spotlights a broad range of musical disciplines, including indie rock, hip hop, folk, traditional, electronic, reggae, and popular music. Workshops are oriented towards generating meaningful dialogue around the impacts of colonization on Indigenous communities, and creating paths toward reconciliation. Programming also includes cultural activities and artistic skill-sharing, cedar weaving, vocal harmonizing, song writing, and story telling.

OUR AUDIENCE

Established in 2016, Koksilah Festival will host over 650 audience members, performers, and volunteers. Attendees come from across Vancouver Island, the Lower Mainland, and Gulf Islands with targeted participation from the Kootenays, Okanagan, Central Interior, and Northern BC. Our programming includes diverse genres and a high representation of artists of color, women, and LGBTQ+ performers, which creates a similarly diverse audience. Hip hop and electronic music draw younger crowds, while folk music, popular music,

and indie rock appeal to young and old. We provide programming for children and youth and have observed a high representation of young families as a result. Organizers are committed to providing access to audiences that have limited mobility, varying abilities, or low income. We aim to reduce barriers to access for Indigenous communities, offering pay-what-you-can rates to Indigenous patrons and providing free admission to Quw'utsun Tribes Community members to acknowledge the event is being held on their territory.

YOUR SUPPORT

Sponsors of the Koksilah Music Festival are an important and visible part of the event. Each sponsorship level presented below provides an opportunity for your organization to broaden your reach in the community and demonstrate your commitment to supporting artists and performers in BC, artistic tourism in the Cowichan Valley, and local reconciliation work.

*Having sponsorship funds committed early in our planning process is essential to the success of the event and offers sponsors maximum promotional opportunities. **Early Bird sponsorship is available to companies and organizations who commit funds before July 15, 2019. Early Bird sponsors receive one additional complimentary ticket and an additional social media shout out.***











IMPACT

What are the number of impressions and the kind of impact I can expect from my support?

Our 650+ Festival attendees are just a portion of the people who will be reached through your sponsorship. **Cedar and Grand Fir** sponsors receive individual mentions of thanks on the Koksilah Music Festival social media channel, which reaches over 1300 people on Facebook. Targeted Facebook post boosts will extend post impact even further to reach music festival audiences throughout BC.

How do I get more information?

If you do not see a package that meets your needs, or if you have any questions about the Festival, please contact koksilahfestival@gmail.com

SPONSOR LEVEL	COST	LARGE LOGO ON WEBSITE	SMALL LOGO ON WEBSITE	LOGO IN PROGRAM	SOCIAL MEDIA MENTIONS	GUEST PASSES	MENTION ON STAGE SATURDAY NIGHT
CEDAR	\$2000+				4	4	
GRAND FIR	\$1000+				2	3	
SITKA SPRUCE	\$500+					2	
HEMLOCK	\$200+					1	

CEDAR / SPONSOR A HEADLINING ACT

Cedar Sponsors benefit from a logo in our official program, a large logo on our website, 4 social media mentions, 4 guest passes, and a mention of appreciation on stage Saturday evening. Cedar Sponsors will also receive a bio of the artist(s) you are directly supporting.

GRAND FIR / SPONSOR A MULTI-PIECE BAND

Grand Fir Sponsors will be highlighted in our official program, receive a large logo on our website, 2 social media mentions, 3 guest passes, and a mention of appreciation on stage on Saturday evening. Grand Fir Sponsors will also receive a bio of the artists you are directly supporting.

SITKA SPRUCE / SPONSOR A SOLO ARTIST

Sitka Spruce Sponsors will have their logo displayed in our official program and on our website. This package includes 2 guest passes. Sitka Spruce Sponsors will also receive a bio of the artist you are directly supporting.

HEMLOCK / SPONSOR A WORKSHOP

Hemlock Sponsors will have their logo displayed in our official program and on our website. This package includes 1 guest pass. Hemlock Sponsors will also receive a description of the workshop you are helping to bringing to the fest, as well a bio of the workshop facilitator.