



# **YUKON RIVERSIDE ARTS FESTIVAL**

SPONSORSHIP  
OPPORTUNITIES





# The Yukon Riverside Arts Festival

## A CELEBRATION OF THE ARTS IN DAWSON CITY, YUKON

Every summer since 2001, the Klondike Institute of Art and Culture (KIAC) invites artists and collectives to partake in the Yukon Riverside Arts Festival (YRAF); a weekend of interdisciplinary arts where community members and visitors can interact with and explore the creative work presented by local and regional artists across a wide range of mediums. The Festival takes place at Riverside Park and at many venues and historical sites throughout **Dawson City**. Dawson City is located on the banks of the Klondike and Yukon Rivers, on the traditional and contemporary territory of the Tr'ondëk Hwëch'in First Nation.

Our festival attracts a diverse and engaged audience to Dawson City each year, spanning all ages and backgrounds. YRAF offers unique opportunities for sponsors to connect with and support this vibrant community. This year, the festival will be held from June 12th to 15th 2025, prime dates of this summer's events calendar.

WANT TO KNOW MORE? VISIT US AT [WWW.YRAF.CA](http://WWW.YRAF.CA)







# About the Klondike Institute of Art and Culture

## IN DAWSON CITY, THE HEART OF THE YUKON

As a leader of arts and culture in the Yukon, KIAC is dedicated to facilitating, promoting, and supporting the arts on Tr'ondëk Hwëch'in territory and beyond, providing year-round programming, entertainment, education, and wellness to the region and beyond.

As a potential sponsor, your contribution to the festival will help us host a **vibrant celebration of the arts** that not only enriches our community but also provides income and inspiration for local artists and creators. The arts community has played a vital role in shaping the unique character and diversity of Dawson City—through festivals like *YRAF*, *Dawson City Music Festival (DCMF)*, and *Dawson City International Short Film Festival (DCISFF)*, as well as institutions such as *the Yukon School Of Visual Arts (SOVA)* and, of course, *KIAC*. In fact, many artists from all over have chosen to call Dawson City home after being inspired by these events. This is a fantastic opportunity for you to support a meaningful and impactful community event while demonstrating your commitment to the arts in the Yukon.

*We sincerely thank you for considering sponsoring us!*





# YRAF turns 25!

*This year marks the 25th anniversary of our festival! To celebrate, we hope to make this year's event extra special. As we mark a quarter-century of showcasing the vibrant creativity of our community, we aim to elevate the experience for both artists and attendees. This milestone presents a unique platform for sponsors to be part of an iconic cultural celebration that will be remembered for years to come.*

VIEW OUR ARCHIVE AT [YRAF.CA/ARCHIVE](http://YRAF.CA/ARCHIVE)







# Join the celebration : Sponsor YRAF!

We offer Sponsorship Opportunities for all budgets, with each contribution supporting the festival's success. Your support helps fund artist fees and diverse programming, ensuring free access for the community and aligning with our commitment to accessibility and inclusivity.

*To become a YRAF Sponsor, please take a look at our Sponsorship Opportunities detailed below and select the one that best suits your needs. Contact YRAF's Coordinator at [yraf@kiac.ca](mailto:yraf@kiac.ca) to discuss details.*



## IN-KIND SPONSORSHIPS

For in-kind sponsorships, we take a custom approach, tailoring agreements to match the sponsor's offer with the festival's needs, using the tier system to assign monetary value.

## PREFER TO DONATE?

YRAF is hosted by Dawson City Arts Society, a registered charitable organization, and as such, we are able to provide charitable donation tax receipts in recognition of your contribution. Additionally, our donors will be publicly thanked and acknowledged for their support.





# SPONSORSHIP OPPORTUNITIES

## YUKON RIVERSIDE ARTS FESTIVAL

### TIER 1

\$3000

This level of sponsorship will position your company as a main sponsor and will help the festival be an overall success. As well, this tier will make you a **KIAC Sponsor\*** for the whole of 2025!

### TIER 2

\$2000

This generous sponsorship will help us host exciting special events!

### TIER 3

\$1500

This tier will help us offer free hands-on demonstrations and workshops for everyone to learn new skills and enjoy creating art!

### TIER 4

\$1000

This tier will help us provide free programming for all ages, such as our Kids Tent activities!

### TIER 5

\$250-\$500

Every bit counts! This sponsorship tier will help us pay artist fees and support our local creators!

\*KIAC Sponsors get a one year membership with discounted access to our shows and programs, recognition in KIAC's website for a whole year and recognition in KIAC's annual report and AGM.

# SPONSOR BENEFITS

In exchange for your support, we offer the following **Sponsor Benefits** for each corresponding tier. Please browse our comparative table below:

SPONSOR BENEFITS	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5
Invitation to attend our Meet and Greet Cocktail	x	x	x	x	x
Acknowledgement on social media	x	x	x	x	x
Logo on YRAF website	x	x	x	x	x
Logo in digital ads	x	x	x	x	
Logo on info booth poster	x	x	x	x	
Logo on Event Poster	x	x	x	x	
Logo on Program	x	x	x		
Mentioned by MC at Live Music Stage	x	x	x		
Mentions on radio and newsletter	x	x			
Banner or other promotional signage displayed on site (must provide)	x				
KIAC Corporate Sponsorship*	x				

## PRINT PROMOTION

Please note that our **deadline** for pre-festival print promotion will be in **mid May**, so please submit your logo and media files before then if you wish to be included.

For those sponsors who may join us later, there will be another round of post-event print promotion for their acknowledgement.

## QUESTIONS? CONTACT US!

1-867-993-5005

[www.yraf.ca](http://www.yraf.ca)

[yraf@kiac.ca](mailto:yraf@kiac.ca)

[@kiacyukon](https://www.instagram.com/kiacyukon)