



**KIAC**

YUKON RIVERSIDE  
ARTS FESTIVAL

# 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 11th to 14th 2026, prime dates of this summer's events calendar.

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





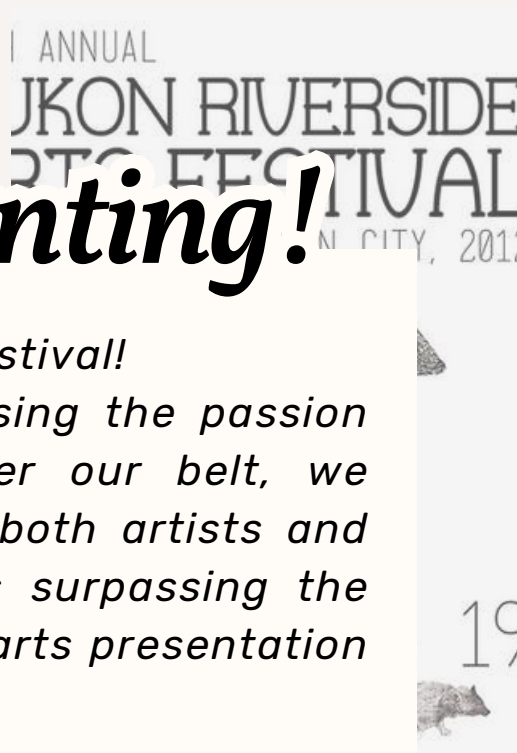
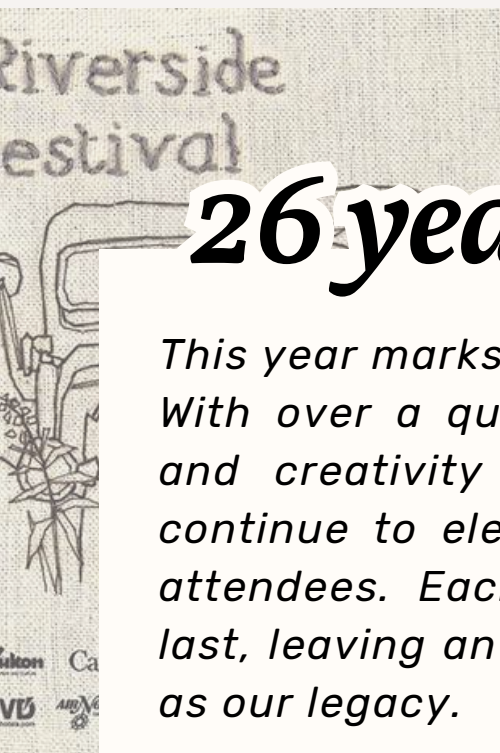
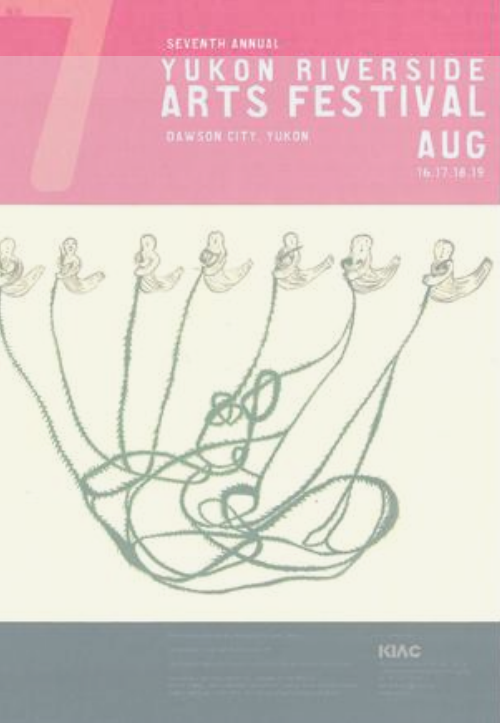
# About the Klondike Institute of Art and Culture

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.

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 supporting us!*



# 26 years and counting!

*This year marks the 26th edition of our festival! With over a quarter-century of showcasing the passion and creativity of our community under our belt, we continue to elevate the experience for both artists and attendees. Each year we work towards surpassing the last, leaving an impressive trajectory of arts presentation as our legacy.*

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.

# YUKON RIVERSIDE ARTS FESTIVAL

## SPONSORSHIP OPPORTUNITIES

### TIER 1 \*

\$3000+

*This level of sponsorship will position you as a main sponsor and will help the festival be an overall success. Your logo will be everywhere!*

### TIER 2

\$2500

*This generous sponsorship will help us host exciting special events and performances!*

### TIER 3

\$2000

*This sponsorship tier will help us pay artist fees and support our local creators!*

### TIER 4

\$1500

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

### TIER 5

\$1000

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

### TIER 6

\$250-\$500

*Every bit counts! This tier could help us give prizes to our artists and audiences!*

*\*Tier 1 is only for cash sponsorships*

# 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	TIER 6
Acknowledgement on social media	X	X	X	X	X	X
Logo on YRAF website	X	X	X	X	X	X
Logo in digital ads	X	X	X	X	X	
Invitation to attend our Signature Saturday event	X	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 festival	X	X	X			
Mentions on radio and newsletter	X	X	X			
Mentions on print media articles/interviews as top sponsor	X	X				
Banner or other promotional signage displayed on site (must provide)	X					
KIAC Corporate Membership (1 year)	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://twitter.com/kiacyukon)