

VICTORIA
FOLK MUSIC
FESTIVAL

SPONSOR FESTIVAL OVERVIEW

vicfolkfest.com



Victoria Folk Music Festival 2025

Hosted by Cascadia Concerts

Royal Athletic Park, 1089 Caledonia Ave, Victoria, BC

Saturday, July 5, 2025 | Gates 12 PM – 10 PM

Expected Attendance: 1,000–1,500

Festival Overview

The Victoria Folk Music Festival (VFMF) is a **one-day, family-friendly celebration of music, culture, and community**. Hosted by Cascadia Concerts, the event brings together **internationally acclaimed performers, beloved Canadian artists, and local talent** across two live music stages.

With an emphasis on **musical accessibility, cultural inclusion, and community connection**, the festival creates an immersive experience for all ages—featuring artisan vendors, food trucks, vintage markets, and a dedicated kids' zone.

2025 Headliners Include:

FRAZEY FORD JOEL PLASKETT KACY & CLAYTON
HARRY MANX FERRON OLD MAN LUEDECKE
VINCE VACCARO DANIEL LAPP'S BC FIDDLE ORCHESTRA
CANADIAN BEAUTY ... AND MORE!

Mission & Community Impact

- Provide free vendor space for **local** music societies, schools, and organizations
- **Support** Indigenous and underrepresented artists
- **Launch of the Victoria Youth Music Fund** to sponsor music lessons for children
- **Strengthen local economy** through tourism, vendor sales, and arts promotion
- Encourage youth and family participation through **affordable ticket pricing** (\$80 Adult | \$25 Youth | Kids 5 & under Free)

Why Sponsor?

Be part of a growing signature event in Victoria, *in it's very first year!*

Get in front of a diverse, engaged audience of 1,000+ attendees

Align your brand with community values, music, and inclusivity

Unique exposure through stage banners, social media, programs, and onsite booths

Opportunities for custom activations, naming rights, and VIP integration

Support live music, community connection, and a better future for young musicians

Extras & Attractions:

RELOVE VINTAGE
MARKET

KIDS' ZONE WITH
JUMPING CASTLE

FOOD BY
FRESH COAST,
TACO REVOLUTION,
DEADBEETZ
& MORE

LOCAL MUSIC
ORGANIZATION BOOTHS
& SHOWCASES

ARTISAN
VENDORS

To secure your sponsorship opportunity, contact: Alissa Jensen, Sponsorship Director

► sponsor@vicfolkfest.com

LET'S BUILD SOMETHING MEANINGFUL TOGETHER.