

Sept 22 – Oct 15 2023

# SUNDOG

FESTIVAL OF ARTS AND CULTURE

Sundogfest.ca

Vernon BC

educate • uplift • entertain • inspire

## OUR VISION

An immersive public experience for all ages that elevates and celebrates Arts and Culture in Greater Vernon.

## THE MISSION

Organize and coordinate an annual festival that celebrates the expression of culture and the arts with events that educate, uplift, entertain and inspire.

## WE ARE

Under the umbrella support of the Arts Council of The North Okanagan (ACNO), we are a volunteer collective of locals representing a broad range of artistic expressions of culture including artists, non-profits, tourism and small business.

## THE IDEA

To develop the framework of a community driven festival to celebrate arts and culture at a local level. Sundog Fest is supported and funded through local governments and programs and is in alignment with Provincial Culture Days. The Festival is non-profit and provides opportunities for our entire community to participate in whatever way they can.

## OUR JOB

We provide structure and support to help inspire our arts and culture community members to creatively take part in the festival with:

- Brand development and sharable files
- Online event calendar and social media
- Festival marketing and promotion
- Epic kick-off events to launch the festival
- Festival resources and support
- Community engagement
- Sponsorship matching with events and organizations
- Venue matching for events, artists and organizations
- Funding opportunities

## YOUR IDEAS

This festival is community driven and we want to support you in creating your own arts & culture event that aligns with your organizational structure or business model. Keep in mind that the goal is to educate, entertain, uplift and inspire and there is no shortage of ideas but here are a few and we are excited to hear your ideas!

- Host a live band in your restaurant
- Display local art in your store
- Sponsor / Co-sponsor a production
- Host poetry readings
- Create a fashion show
- Take-up busking
- Host an actors workshop
- Start an Air-band competition
- Singing / Talent contest
- Book launch and reading
- Food and beverage tasting
- Art tours / classes
- Script writing competition
- Foodie Cook-off

Individual event organizers are responsible for permits, insurance and adhering to by-law policies. Events can be free to attend, by donation, ticketed or pay at the door but must be self managed or through third party on-line ticket sellers or event management tools.



## WHAT IS A SUNDOG?

A Sundog is a natural phenomenon that is recognized by people all over the world. They have no boundaries, borders or associations with any particular race, culture, or religion. Scientifically they are a natural occurrence that takes place when sunlight refracts through ice crystals suspended in the air. Symbolically the sighting of a Sundog signifies a shift in your life, and multicoloured halos bring news of unification, balance & harmony.



# Sponsorship Opportunities

## Financial Sponsorship

This festival is community driven and relies on financial sponsorships that contribute to funding for essential event components like musical entertainment, performers, venue costs and operational expenses.

### Benefits

- Logo placement on event materials, including website, banners, and promotional materials
- Acknowledgment on social media platforms before, during, and after the event
- VIP access and exclusive networking opportunities
- Inclusion in press releases and media coverage
- Prominent placement of branded signage (supplied by sponsor)
- Showcase booth of products/services at the event
- Verbal acknowledgment during event announcements

Speaking opportunity during opening ceremony

## In-Kind Sponsorship

This festival is community driven and relies on In-kind donations to help reduce costs and enhance the event experience with specific needs like equipment rentals, decorations, volunteer uniforms, signage, printing, branding, media and marketing.

### Benefits

- Exposure to a diverse audience
- Positive brand association and Community goodwill
- Logo placement on event materials, including website, and promotional materials
- Acknowledgment on social media platforms before, during, and after the event
- Verbal acknowledgment during event announcements
- Good vibes!

We would like to express our gratitude for considering to unite your brand with the first annual Sundog Festival of Arts & Culture and for taking part in this important community event that we can look forward to in the years to come.



# Get Involved

We are looking for people who are available to help with a variety of activities. Call or send us a note and share with us what skills you have to offer.

- Sign up to volunteer •
  - Host an Event •
- Become a Sponsor •



## Contacts

Heath Fletcher (250) 309-5226

Shawna Patenaude (250) 542-2643

Please email any inquiries to:  
sundogfest@gmail.com



The Arts Council of the North Okanagan is located at the Vernon Community Arts Centre, in the heart of Polson Park

Phone: 250-542-6243  
Website: [www.acno.ca](http://www.acno.ca)

2704a Highway 6  
Vernon, BC V1T 5G5

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Polson Park

Live Music

Food Truck Alley

FREE to the public

Artisan Market

The Dog Bowl

Artists Dancers

Circus Troupe

Bring the whole family!

SUN  
DOG  
FEST



## Howl of a Night!

Friday Sept 22 5:00-9:00pm

PAST HOLLOW • CRASHLANDERS

MOTHER SUN • NIGHTSHADES



featuring

# THE PSEUDOS



Graciously Sponsored by



[sundogfest.ca](http://sundogfest.ca)



CULTURE DAYS



Sundog Festival is a community-driven annual event that elevates and celebrates the expression of local and regional arts and culture. 3 weeks of events and immersive experiences for all ages designed to educate, uplift, entertain and inspire.

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## SUNDOG FEST

### Kick-off Party!

Saturday Sept 23 12:00 - 9:00pm

3:45 opening Ceremony with special guests & presentations followed by an amazing line-up of musical performances!

COVENANT LION • ERNEST ANYWAY  
SIDNEY BOS & THE BEAUTIFUL LOSERS  
• NORUV • OCTOBER POPPY

UNCLE BRAD • HOT SAX • SABAND  
Special Guest

## RANGER

featuring

# DAYSORMAY



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