

BEAR CREEK FOLK FEST 2024



Fantastic Negrito

SPONSOR IMPACT

THANK YOU!

We are proud that the **Bear Creek Folk Music Festival** has become a cherished mainstay event in the hearts of the Peace Region. Seven festivals in and we're pleased to say that it has woven itself into the fabric of our community. It's family-friendly, it's inclusive, it showcases world class music. All in all, it's a fantastic weekend! And it's through your help that this festival is possible.

The **Bear Creek Folk Music Festival Society** is a not-for-profit society that started in 2014 with the goal of presenting a premiere-level music festival each summer. Our first festival debuted in August of 2016, and we have continued our tradition of exceptional musical programming, a great atmosphere, and 3 days of family fun ever since. Our 2024 festival was again an incredible success and presented our second consecutive sold-out event.

The **Bear Creek Folk Fest** relies on the support of many. From our 700+ volunteer family, through our dedicated audience, to our incredible sponsors like you, we are humbled by how much this festival means to so many people. We are incredibly honoured to have jointly created such an amazing event that uplifts so many in our community.



**AUG.
16-18**



ARTISTS

We present **world-class** artists with a diverse lineup to our community, and we are proud that our festival has springboarded the careers of many upcomers.

We also are delighted to give an excellent opportunity for local artists to showcase their talents to a number of big industry names.



WHERE YOUR SUPPORT GOES

INFRASTRUCTURE

To support our thousands of attendees on an otherwise empty hill, we construct a host of temporary structures and implement **from scratch**: plumbing, electrical, food services, sanitation, security, and decor, to name a few.

OUTREACH

In our commitment to the community, we handed out over **200 free tickets** to local shelters in 2024. We also provide free access to aides of those with disabilities.



VOLUNTEERS

We treat our volunteers right! Our volunteers receive free entrance to the fest, free meals, souvenir shirts, and access to our exclusive after party.

18% of our volunteers travel more than 100 km to help at our fest, some from as far away as **Ontario** and the **United Kingdom**

Our youth volunteers (12-17) have grown to make up 13.7 % of our base in 2024.

PROUDLY ALBERTAN ... ANBOND

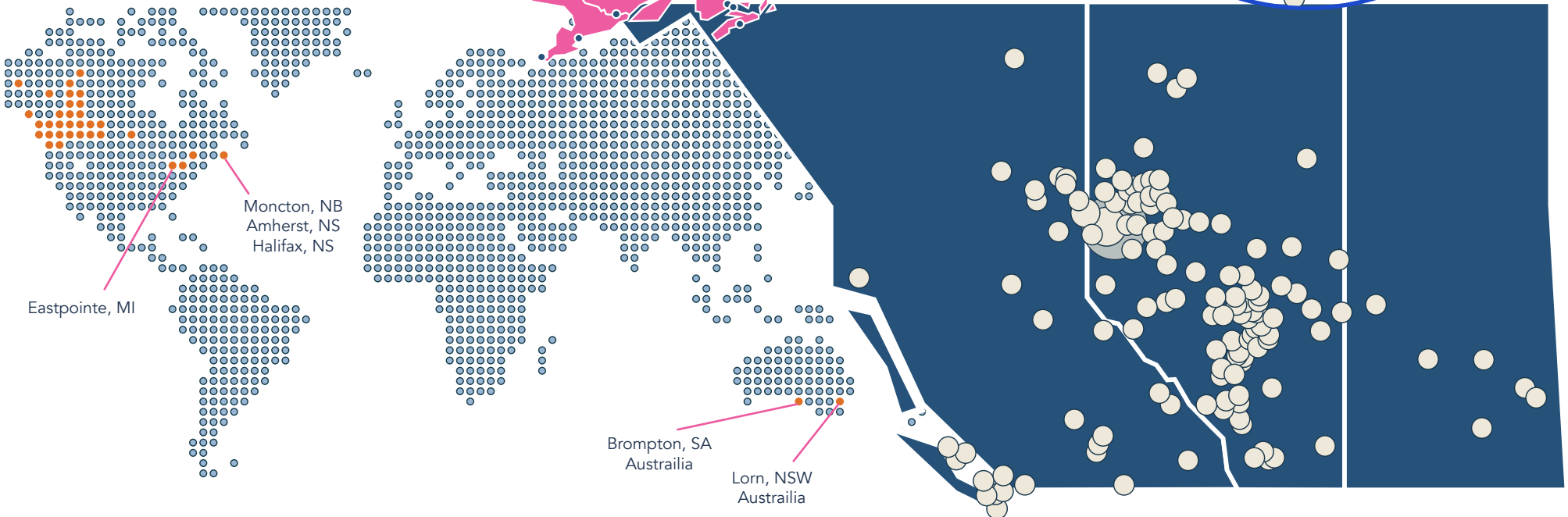
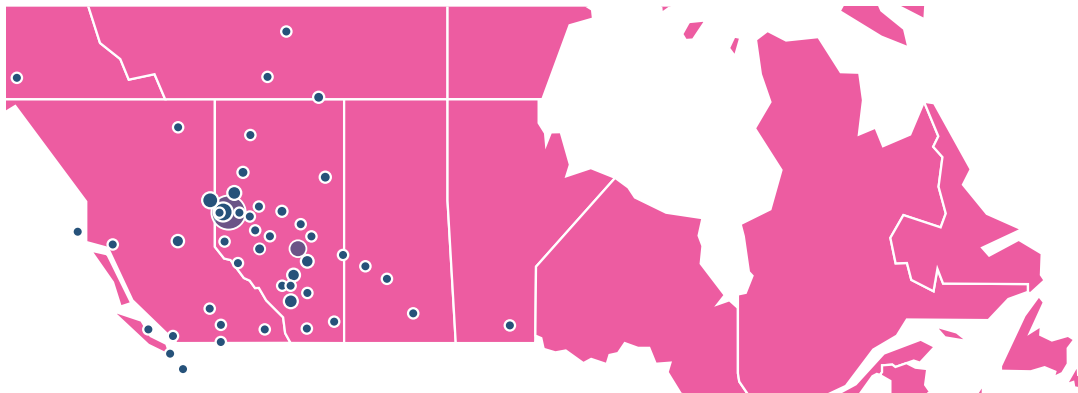
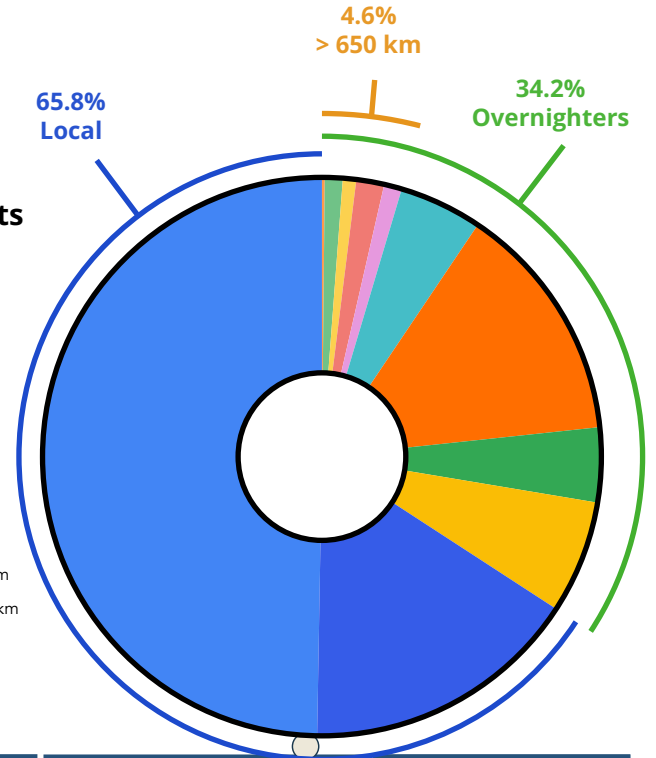
The **Bear Creek Folk Music Festival** welcomes artists, attendees, and volunteers from right here in our region, from across the nation, and even internationally. Families have planned reunions to coincide with our festival weekend, and people have travelled from thousands of miles away to attend or volunteer at our event.

As people visit and fall in love with our fest, we see more and more attendees returning year after year from areas well outside our region.

In total, through attendees and volunteers alone, **188 different cities** from around the globe were represented at our 2024 festival.

2024 3-Day Weekend Tickets by Location

- 49.7% ● Grande Prairie
- 16.1% ● 0 - 100km
- 13.9% ● Edmonton Region
- 6.5% ● 100 - 300km
- 4.8% ● Calgary Region
- 4.3% ● 300 - 650km
- 1.6% ● Central / Southern BC
- 1% ● Other AB > 650km
- .8% ● Other Province > 750km
- 1% ● Other Province > 1500km
- .2% ● International





KEY DATA FROM 2024

The **Bear Creek Folk Fest** works relentlessly to benefit our community, and to continuously improve each year!

We hope you are proud of the positive impact too!

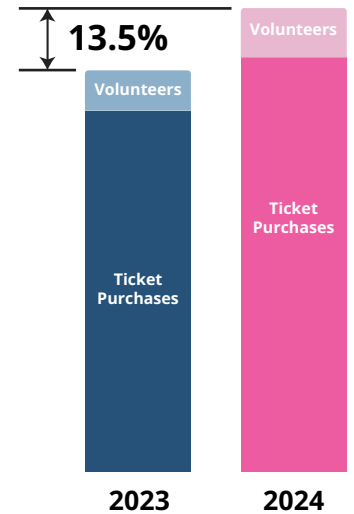


6,250-6,750

People on site per day

Participant Growth

(including 20% Volunteers)



30%

Artists belong to underrepresented groups



94

Total number of sponsors



3.21

kg of CO2 emission saved by using solar power to run Stage 3



20,000+

Volunteer hours from 652 volunteers



15,000+

Plastic water bottles saved



188

Towns and cities that people travelled from



1,200+

Free tickets to youth and seniors



18%

Volunteers travelling over 100km to participate



3,138

Meals served to artists, volunteers, and guests



FOR LOVE OF THE MUSIC!

The first **Bear Creek Folk Fest** kicked off with a bang in 2016 with headliners kd lang, Bruce Cockburn, Ruthie Foster, and Corb Lund. Since then, we've featured such artists as Sarah McLachlan, Blue Rodeo, Jann Arden, Allan Doyle, Feist, City and Colour, Emerson Drive, Steve Earle and the Dukes, Serena Ryder, Crash Test Dummies, Michael Franti and Spearhead, and many more.

We've also introduced our audience to once-hidden gems like Allison Russell of Birds of Chicago, the War and Treaty, Tall Heights, JigJam, Katie Pruitt, and Aysanabee, just to name a few. Their stars are on the rise and we are proud to have introduced many of them to Western Canada before anyone else. It is often lesser-known performers that become darlings of the festival. We're also extremely proud to present amazing local artists. They have the chops to play alongside any of our headliners on our workshop stages, and steal the hearts of audiences.

Because of the quality of our programming, and the caring way our volunteers treat our artists, across the board, the **Bear Creek Folk Fest** is on the radar of many performers. We have become a festival that many want to play at!



Alan Doyle

Jann Arden

Michael Franti

Sarah McLachlan

Steve Earle
(Steve Earle and the Dukes)

Serena Ryder

Corb Lund



OUR NEXT FEST IS AUG 15-17, 2025!



**Do you have questions about
how we support the community?
Want to help us succeed? We
invite you to contact us!**

SARAH CARD

Producer

Bear Creek Folk Music Festival Society

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