



Make
MUSIC
EDMONTON
June 21st

af

Alliance Française
of Edmonton

www.makemusic-edmonton.ca

2018



History

FROM A FRENCH MANIFESTATION...

The *Fête de la Musique* was launched in 1982 at the initiative of Jack Lang, French Minister of Culture at the time. Since then, the event takes place on June 21st, the longest day of the year.

This free and popular event promotes live music, both amateur and professional, of all styles and genres. The *Fête de la Musique* is as often as possible an outdoor event taking place in streets, squares, public parks, playgrounds...

It often moves into spaces that are not traditionally concert venues: museums, hospitals, public buildings.... **Spontaneity, availability, curiosity are the key words of this singular day.**

...TO THE BIGGEST MUSICAL EVENT WORLDWIDE

The event began its expansion in 1985, with the European year of music. Less than 15 years later, the *Fête de la Musique* is taking place on five continents. In 2013, more than 700 cities in over 100 countries have hosted the *Fête de la Musique* (not including France). The local flavour of each city and its networks makes each *Fête de la Musique* unique.

The *Fête de la Musique* has become the first global live music event, known in the Alberta's capital as the « Make Music Edmonton » event!

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Last year

12 OUTDOOR VENUES

45 LIVE PERFORMANCES

Pop, folk, country, jazz, an open mic... all varieties of music performed by both amateurs and professionals brought sound, movement, and excitement to the streets of the 124th Street area, from 4pm to 9pm.

OPEN MIC

Let's everybody play! A mic, guitar and keyboard were at the disposal to use, and people were free to bring your own instrument(s) to join the show.

CELEBRATING THE NATIONAL ABORIGINAL DAY

In the Canadian calendar, June 21st marks the National Aboriginal Day. Make Music Edmonton showcases **aboriginal musicians and performances** to join the festivities! We truly believe that music is great way to create foster friendly relations between all communitie.

Lot OF FUN

Guests also enjoyed **food trucks, activities for all ages, street performances**, giveaways, dancing in the streets, and more!

VIP GUESTS

The official kick-off was hosted by **Stacey Brotzel**. For the 2017 edition, **Ricardo Miranda** (Minister of Culture and Tourism), **Sarah Hoffman** (Minister of Health and Glenora MLA) **David Shepherd** (Oliver MLA) and **Scott McKeen** (ward 6 city councillor) join the ceremony as our special guests.

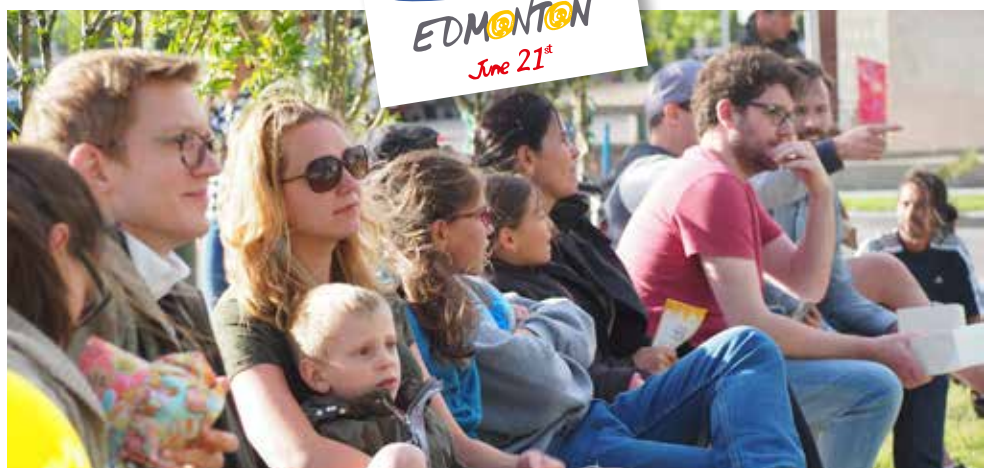
ALL THIS FOR **FREE!**



In 2017



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Actors

ORGANISATION



Make Music Edmonton is presented by The Alliance Française of Edmonton. The *Alliance française* is a worldwide network to learn or practice French as a Foreign Language, and promote the French culture. It counts 816 chapters in 133 countries. We're an open door into Francophone culture and within this context we have initiated the first edition of the Make Music Edmonton in 2014. For the 2018 edition, you might be in touch with:



Anthony BERTRAND
Executive director



Laurence PEYRE
Communication officer



Julia MAADINI
Intern

DISTRICT

124 Street

Over the last few years, 124 Street has evolved into one of Edmonton's most vibrant shopping districts and home to some of Edmonton's finest restaurants, boutiques, and galleries. We want to be part of this revitalization for our district, so it was obvious for us to set the Make Music Edmonton event in this dynamic area.

All along the 124th Street, from Jasper to 108 Avenue, we will coordinate live bands, playing in the street on the sidewalk, in parking lots, within businesses! We invite musicians of all kinds to take over the street and make some noise! This will bring lots of people in our neighbourhood, to enjoy the music, walk along the street from one set to another, so that they discover our great street and its amazing energy!



Financing

Make Music Edmonton is a **free** event and Alliance française a non-profit organisation. Therefore, we are looking for sponsors and funders to cover the logistics costs such as:

- Supervision & Coordination
- Musicians/bands fees
- Technicians on each site
- Music equipment rental
- Advertising / Public relations
- Printing (posters, flyers, programs, etc.)
- Signage (flags along the street, banners, etc.)
- Website

We are excited to announce that we received a **\$35,000 CIP grant**. However, these funds need to be matched.

We need your financial support to make it happen!

By supporting this event, you will help to:

- Promote the arts, music, and French heritage
- Raise awareness for musicians and bands and support their talent
- Build strong community relations in a vibrant Edmonton district!

Please see the sponsorship packages on next page.



Sponsorship opportunities 2018

Exclusive



Platinum
≥ \$4,000



Gold
≥ \$3,000



Silver
≥ \$1,500



Bronze
≥ \$500 or InKind

PREVIOUS THE EVENT

	Platinum	Gold	Silver	Bronze
• Mention as co-organizer on all communication medium and in the media (radio, TV...)	✓	✗	✗	✗
• Your logo on every poster & programs advertising Make Music Edmonton	✓	✓	✓	✓
• Your logo and hyperlink on:				
- Sponsors page of MME's Website	✓ + home page	✓ + home page	✓ L	✓ M
- Make Music Edmonton's social media	✓	✓	✓	✓

DURING THE EVENT

• Logo on the main stage	✓	✓	✓	✓
Size:	XL	L	M	S
• Presence on site	✓	✓	✗	✗
• Speech on main stage	✓	✗	✗	✗

AFTER THE EVENT

Acknowledgement of your sponsorship on **Alliance Française of Edmonton** communication medium.

The Edmonton Alliance française (AFE) is a well known local non-profit organization founded 70 years ago! Part of a worldwide network of over 800 independently run associations, its mission is to promote French language and culture, and to foster friendly relations between francophones and francophiles of all racial, national and ethnic origins.

• Logo & hyperlink on AFE's website (8500+ visits of the home page in 2017)	✓ + home page	✓ + home page	✓	✗
• Your logo in our annual report + mention during the AGM	✓	✓	✓	✗
• Your ad in our annual cultural booklet of activities season 2018-2019	✓ ½ page	✓ business card	logo	✗
• Possibility to offer a promotional item to our new students during the 2018-2019 season (616 students in 2017)	✓	✗	✗	✗

Alliance française of Edmonton
10424 - 123st | Edmonton, AB T5N 1N7
(780) 469 0399 | makemusic@afedmonton.ca



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124th Street



5-9pm



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