



Enrich our Shared Cultural Community with Atlantic Canada's Largest Literary Festival

"The Frye Festival celebrates the joys of reading in French and English. By bringing together great writers from across Canada and around the world, the festival honours fine literature and brings books to life for thousands of people. I commend the organizers of the Frye Festival for their contribution to the arts and culture scene in Moncton."

James Moore, Minister, Canadian Heritage and Official Languages

"Over the past ten years, the Frye Festival has positioned itself as one of Moncton's signature events. While embracing the bilingual nature of our region, it transforms our city into a literary wonderland, inspiring all participants to expand their horizons and feed their imaginations."

George LeBlanc, Mayor of Moncton

"The students loved what Ron Leger had to offer—his experience and his poems. They discussed it, and one student even said it was the best course of the year...a little disconcerting for the teacher but it's good to know they are loving literature this much!"

Carole LeBlanc, Teacher, École Clément-Cormier

April 25 to May 1, 2011

www.frye.ca



Welcome to Canada's only bilingual, international literary festival and the largest literary event in Atlantic Canada!

THE WORDS: The Frye Festival offers the best of local, Canadian and international authors, including children's authors, graphic novelists, storytellers, poets, playwrights, spoken-word artists, and more.

THE INSPIRATION: Established in 1999 with the first Festival in April 2000, the Festival was conceived to commemorate a man who rose from humble roots to attain the stature of world-renowned thinker. Northrop Frye spent his formative years in Moncton, NB, honing the ideas that he would spend the rest of his life developing, namely his deep commitment to an informed and civil society.

THE MISSION: To foster the discovery and enjoyment of reading and writing by bringing together authors with audiences of all ages, creating an annual bilingual celebration of words.

THE REPUTATION: Nearly 400 award-winning authors from every continent have participated in the Festival. The Frye Festival won the 2005 Lieutenant-Governor's Dialogue Award, the 2008 Event of the Year Award at the Soirée des Éloizes and the 2009 Arts Organization of the Year by the New Brunswick Foundation for the Arts.

THE SETTING: Workshops, book clubs, dialogues, readings, debates and lectures take place all day and night in schools, cafés, restaurants, bars, theatres, shopping malls and libraries all over the region.

THE ORGANIZATION: Managed by two employees and supported by a team of passionate Board members, this non-profit organization (862316213RR0001) is driven by the support of over 125 volunteers, some of whom have been involved since 1999.

THE AUDIENCE: Our audience is comprised of men and women, young and old, who all love books, ideas and feeding their imaginations.

- Audience Demographic
 - Elementary School Students: 45%
 - High School Students: 20%
 - Adults in 25-64 age range: 35% (72% female, 28% male)
- 2010 Attendance – 15,000



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Benefits of Frye Festival Support

As Atlantic Canada's largest literary event, the Frye Festival can provide your firm with many benefits. In addition to reaching more than 10,000 students in schools, the Frye Festival impacts more than 5,000 other participants yearly.

Your support will give you access to a desirable audience of provincial decision-makers, as well as a dynamic opportunity to impact individuals in our community who are completely engaged and very responsive to corporations who care about community enhancement.

The following list provides an overview of the various advantages the Frye Festival can offer. We would be happy to discuss your marketing and philanthropic goals to design a package that truly meets your needs.

Logo placement on:

- Official program (approximately 120,000 copies inserted in all NB dailies and in the *Globe and Mail* within the Maritime provinces)
- Brochure (800 copies printed in January)
- Official sponsors banner, posted at press conferences and at all major events when possible
- Sponsor banner set up at sponsored event
- Festival poster (500 copies distributed throughout the region)
- Logo on Festival website, with link to sponsor's website
- Promo items for sponsored event
- Closing ceremony
- Speaking opportunity at the Festival launch
- Representative at the sponsored event (with speaking opportunity)
- Mention of sponsorship in all communications related to sponsored event
- Cheque presentation and photo sent to media

Additional benefits:

Public acknowledgment:

- Title of exclusive sponsor of one or more events
- Opportunity for employees to volunteer at event or during the Festival
- Tickets to Frye events
- Permission to use the Friends of the Festival brand in your marketing or promotional efforts
- Networking opportunities during exclusive events organised by the Festival
- Mention of contribution at Initial press conference announcing the Festival's line-up (February)
- Official launch of the Festival (April)



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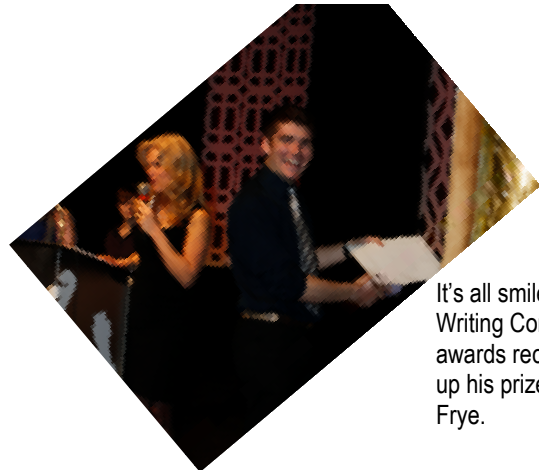
A class of young students attentively listen to children's author Nancy Wilcox Richards.

Something for Everyone!



Our Budding Writers pose nervously before presenting their work to the public.

Noah Richler, Annabel Lyon, Linden MacIntyre and Nino Ricci dazzle on-stage at An Evening of Can Lit.



It's all smiles as this Writing Contest awards recipient picks up his prize at Soirée Frye.



High school students share their literary and musical talents at Café Underground.



The School-Youth Program encourages children to discover the fun of reading ... and to share it publicly!





The Frye Festival: a solid investment

Communications: The Frye Festival continues to establish itself as one of Canada's premiere literary events. Our scope on the national stage keeps gaining momentum, and authors and publishers increasingly approach the Festival for invitations. We also place great importance on social media and on keeping all our stakeholders informed through many different channels. The Frye Festival's online presence includes a YouTube channel, a Facebook page, a Twitter account, a festival-week blog and a presence on CapAcadie.com and Local in the Know.

Finances: The Festival has completely diversified its funding base. It includes all levels of government, and we now raise between 25-30% of our budget from corporate sponsorship. We retain 80% of our sponsors annually (including four that have supported the Festival since the beginning), we currently receive major sponsorships from two multinational corporations.

Program: As we move ahead into our second decade, over 380 award-winning authors from every continent have participated in the Festival. Our extensive School-Youth Program reaches 10,000 children yearly to foster the enjoyment of reading and writing at an early age. The first-ever Frye Academy Award was presented in May 2010 by a jury of English and French high school students. The Frye team is working to prepare the 2011 Festival, with author confirmations coming in weekly. So far, Annie Groovie, Charles Foran, Shandi Mitchell, Johanna Skibsrud, Kenneth Oppel and Doug Harris have joined Margaret Atwood on the roster.

Audience Development: An extensive Audience Development Strategy was prepared in 2009 with the help of experts in cultural audience development. We are continuing with this strategy to maintain and increase audience attendance, engagement and loyalty.

Logistics and Organization: The implementation of information and data management systems (authors, events, partners, volunteers) have enhanced the experience of all stakeholders.

Volunteers: More than 5,000 volunteer-hours contribute to the Festival's success each year. Of the 125 or so volunteers in 2010, 25% came from sponsoring corporations. This level of corporate buy-in helps us tremendously.

Foundation: A long-held dream of the Festival board was to create a foundation that might one day garner enough interest to support a literary prize. We have invested \$25,000 in this endowment fund and, with matching funds from the provincial and federal governments, we have turned that investment into a \$69,000 start.



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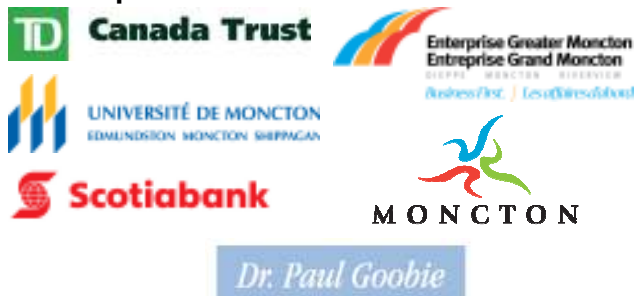
2010 Frye Festival Achievements

- Attendance reached 15,000.
- More than 10,000 students welcomed authors in their schools.
- We offered over 50 different non-school events, something for everyone!
- More than 200 separate media stories appeared in local, provincial and national media.
- The Festival donated \$8,000 worth of new books to participating schools.
- Over \$4,000 in prize money was distributed to writing contest winners and their schools.
- The Festival maintained over 90 partnerships in the community.
- More than 700 free books were given away to the general public, with most of them going to children.
- Approximately 125 volunteers helped make the event a success with 25% of the Festival volunteers coming from supporting corporations.
- Authors visited schools in Greater Moncton and in rural communities throughout NB, including: Bouctouche, Bathurst, Miramichi, Caraquet, Neguac, Tracadie-Sheila, Shippagan, Baie Sainte-Anne and Rogersville.
- Year-round programming such as *Pop et Frye*, *Community Read* and *Frye Academy* allowed hundreds of people to discover the Frye Festival beyond its traditional dates.

Loyal Sponsors since 2000:



5-Year+ Sponsors



2010 Media Partners

The Frye Festival's many media partners help bolster our visibility and make our events accessible to all.



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www.frye.ca

José Acquelin
Emmanuel Adely
Kateri Akiwenzie-Damm
André Alexis
Bary Jean Ancelet
Marguerite Andersen
Marc Arseneau
Guy Arseneault
Donna Augustine
John Ayre
Russell Banks
Francois Barcelo
Jean Barbe
Brian Bartlett
Jean-Claude Bauer
Nancy Bauer
Marie-Noëlle Bayle
Gwen Bear
Shirley Bear
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Andrea Beck
Carolyn Beck
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Gerard Beirne
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Patrice Desbiens
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Hélène Destremes
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Brigitte Harrison
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David Helwig
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Nancy Huston
Laurence Hutchman
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Witi Ihimaera
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Alexandre Jardin
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Monique Juteau
Jonathan Kaplansky
Naïm Kattan
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Dany Laferrière
Michèle Laframboise
Ulysse Landry

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John MacKenzie
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Alistair MacLeod
Sue MacLeod
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Antonine Maillet
Marguerite Maillet
Kevin Major
Alberto Manguel
Roberto Mann
Guy Marchamps
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Paul Marion
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Raymond Martin
Sandra Martin
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Jennifer McGrath Kent
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Gilbert Sewell
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Germaine Warkentin
Darryl Whetter
Budge Wilson
Jean Wilson
Yvonne Wilson
Martin Winkler
Meg Wolitzer
Peter Yan



**Bringing the world's best authors to
Moncton since 2000.**

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Endre Farkas
George Fetherling
Nadine Fidji
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Sheree Fitch
Richard Ford
Léonard Forest
Jean Fugère
Madeleine Gagnon
Steven Galloway
Maurizio Gatti
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Monique LaRue
Charles Leblanc
Daniel Omer LeBlanc
Georgette LeBlanc
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Raymond Guy LeBlanc
Claude LeBouthillier
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Rachel Leclerc
Sandra LeCouteur
Alvin Lee
Dennis Lee
Diane Carmel Léger
Dyane Léger
Ronald Léger
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