



## 10<sup>th</sup> ANNIVERSARY APRIL 17-26, 2009

"Culture and the arts are true economic drivers. Cultural industries [...] and our museums, historic sites and cultural events create important economic spinoffs. For example, many artistic festivals promote New Brunswick culture, while at the same time act as important tourism attractions, like the Frye Festival."

Premier Shawn Graham

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 imagination".

George LeBlanc, Mayor of Moncton

"What a thrill for a teacher to see that by meeting an author, students were motivated to want to read the author's works!"

Debbie Belliveau, teacher

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## Welcome to the only bilingual, international literary festival in 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-renown 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 by bringing together authors with audiences of all ages, creating an annual bilingual celebration of words.

**THE REPUTATION:** Over 300 award-winning authors from every continent have participated in the Festival. The Frye Festival won the 2005 Lieutenant-Governor's Dialogue Award as well as the award for Event of the Year at the Soirée des Eloizes in 2008. The City of Moncton has chosen the Frye Festival as one of their signature festivals.

**THE SETTING:** Workshops, 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 volunteers, this non-profit organization (862316213RR0001) is driven by the support of over 150 volunteers, some of whom have been involved since 1999.



### The Audience



Our audience all love books, ideas and feeding their imaginations.

- 2008 Attendance – 16,118
- Audience Demographic
  - Elementary School Students: 45%
  - High School Students: 20%
  - Adults in 25-64 age range: 35% (80% female, 20% male)

[www.frye.ca](http://www.frye.ca)

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## 2008 Achievements

- Over 16,000 people participated in Festival events.
- More than 10,000 students welcomed authors in their schools.
- The number of school visits throughout NB increased to 180.
- The number of school districts involved increased to six.
- The Festival donated \$6,000 worth of new books to participating schools.
- \$4,200 in prize money was distributed to writing contest winners and their schools.
- Over 250 students presented their own work.
- The number of partnerships doubled from last year to 60.
- Over 500 free books were awarded to the general public, with most of them going to children.
- 150+ volunteers donated over 5000 hours to help make the event a success.
- 25% of the Festival volunteers came from corporations who contribute to the Festival.
- Presented school visits in various communities throughout NB, including: Bouctouche, Saint John, Fredericton, Bathurst, Miramichi, Caraquet, Neguac, Tracadie-Sheila, Shippagan, Baie Sainte-Anne and Rogersville.

### Loyal Sponsors

	9 years
	9 Years
	9 Years
	9 Years
	4 Years
	3 Years

### Media Partners

**Times & Transcript**

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*Toute l'Acadie en un seul clic!*  
**capacadie.com**

  
RADIO CANADA  
RADIO | TÉLÉVISION | INTERNET  
VOTRE SERVICE PUBLIC

**ROGERS TV**

 **radio one**  
CBC

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## Value of Sponsoring the Frye Festival

Sponsorship of the Frye Festival is a great marketing tool to help you convey your message to an educated and sophisticated audience.

Key benefits include:

- Daily impact from promotional credits on print materials, venue branding, signage and advertising during the Festival as well as during the lead-up from January to April.
- Provide brand alignment and deeper long-term market position.
- An enhanced reputation for your organization as it helps to support Moncton's dynamic cultural sector and reinforce it as a unique world-class city to both visitors and residents.
- Provide employees with access to tickets, hospitality and volunteering opportunities.

## Sponsorship Opportunities

Sponsorship can be taken beyond a single marketing activity by using advertising, public relations and promotion to leverage your sponsorship and increase the impact.

A customized sponsorship agreement designed to meet your marketing objectives will:

- Drive your message to impact Festival patrons
- Provide strong brand profile
- Drive sales of products and services
- Showcase your community responsibility

Support of the Frye Festival demonstrates your commitment to:

- Promoting the region
- Investing in our community
- Fostering global-class excellence
- Promoting understanding, respect and tolerance
- Supporting a professionally produced event with an established reputation



Opportunity for you and your employees to volunteer at the Festival!



Opportunities to speak at various Festival events!

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## Frye Festival Opportunities

The Frye Festival offers a wide range of possibilities. We can create a new program incorporating your needs or you can choose one of the following options.

### Presenting Sponsor:

**min. investment \$50,000**

Three-year commitment

Highest level of profile

Year-round recognition as the major supporter of the Festival

### Platinum Sponsor: \$20,000 +

Writers in the Schools **sold!**

KidsFest **sold!**

Essay Contest **sold!**

Soirée Frye

Community Read / Pop et Frye

### Gold Sponsor: \$10,000 +

Young Authors **sold!**

Host Hotel and survey sponsor **sold!**

Volunteer Program

Night Howl Series and Author Party

Imagination at Work Exhibit

Province-wide School Visits Program

Antonine Maillet-Northrop Frye Lecture and publication

### Silver Sponsor: \$5,000 +

Poet Flyé **sold!**

Lunchtime Readings

Festival Pass

Festival Bookmark

Workshops

Sunday Brunch and Books **sold!**

Author kits

Peoples' Choice Award

### Bronze Sponsor: \$2,500 +

Supplier or in-kind category

Giving young authors  
a community profile



Meeting world-renown authors



Making a difference in the  
community



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Let us create the perfect sponsorship package that best suits your needs!

Sponsorship may include the following benefits:

- Logo placement in program (110,000 copies)
- inserted in all NB dailies and all Atlantic copies of the *Globe & Mail*)
- Logo placement in official Festival brochure (produced in early January, initial promotional tool)
- Opportunity to speak at Festival events
- Opportunity for your company employees to volunteer at events
- Link on website
- Opportunity for cheque presentation with media coverage
- Press release announcing partnership
- Inclusion in Festival newsletter (sent to over 1,200 readers monthly)
- Media launch invite
- Advertisement in Festival program
- On-site signage
- Invitations to exclusive evening with authors
- Festival passes
- All sponsors receive a detailed follow-up report after the Festival detailing their contribution.

Sponsorship components may also include:

- On-site booth to provide sampling/display opportunities
- Development of effective contest promotional overlays
- Provide value-added incentives to your customers
- Create cross-promotional opportunities with other sponsors
- Create an interactive experience for patrons on the Festival's website with links to your site
- Logo on poster, print advertising campaign, Festival signage and media kit

Contact:

Stéphanie Wheaton, Executive Director  
Festival Frye  
April 17-26 avril 2009  
PO Box 26023  
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Canada  
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506.859.4389



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Bringing world-renowned authors to Moncton



Sharing the joy and discovery of reading



Inspiring young minds



Fusing music and words at the Frye Jam



Encouraging young writers to share their work at Café Underground



Frye Festival authors and local comic lovers creating together at the Comic Jam



Poet Flyé capturing the essence of the Festival with his epic poem



Taking over the downtown landscape



Bringing authors to the schools

José Acquelin  
Emmanuel Adely  
Kateri Akiwenzie-Damm  
André Alexis  
Barry Jean Ancelet  
Marguerite Andersen  
Marc Arseneau  
Guy Arsenault  
Donna Augustine  
John Ayre  
Russell Banks  
Brian Bartlett  
Nancy Bauer  
Marie-Noëlle Bayle  
Gwen Bear  
Shirley Bear  
Jimmy Beaulieu  
Andrea Beck  
Carolyn Beck  
Helaine Becker  
Sophie Bérubé  
Lise Bissonnette  
Neil Bissoondath  
Joe Blades  
Marie-Claire Blais  
Louise Blouin  
Robert Bly  
Paul Bossé  
Denis Boucher  
Sophie Boucher  
Édith Bourget  
Huguette Bourgeois  
Denise Brassard  
Yvon Brochu  
Ian Brown  
Heather Browne Prince  
Christian Brun  
Régis Brun  
Carol Bruneau  
Catherine Bush  
Sharon Butala  
Laura Byrne Paquet  
Jonathan Campbell  
Katia Canciani  
Roch Carrier  
Arnaud Cathrine  
Patrick Chamoiseau  
Éric Charlebois  
Ann Chamey  
Herménégilde Chiasson  
Lesley Choyce  
Joan Clark  
Austin Clarke  
George Elliott Clarke  
Deborah J. Clifton  
Lynn Coady  
Fred Cogswell  
Fredric Gary Comeau  
Marie-France Comeau  
Anne Compton  
Christy Ann Conlin  
Geoffrey Cook  
Greg Cook  
Allan Cooper  
Kelly Cooper  
Ann Copeland  
Éric Cormier  
Caterina Nella Cotrupi  
Gil Courtemanche  
Arlette Cousture  
Gracia Couturier  
Michael Crummey  
Alan Cumyn  
Herb Curtis  
Wayne Curtis  
Catherine Cusset  
Myriam Cyr  
Antonio D'Alfonso  
France Daigle  
Mary Dalton  
Jean-Paul Daoust  
Carole David  
Karen Davidson  
Lynn Davies  
Kwame Dawes  
Jean-Christophe Delmeule  
Dominique Demers  
Robert Denham  
Patrice Desbiens  
Louise Desjardins  
Thierry Desjardins  
Rose Després  
Hélène Destrempes  
Nuala ní Dhomhnaill  
Nicolas Dickner  
Robert Dickson

Richard Doiron  
Michael Dolzani  
Jeffery Donaldson  
Stewart Donovan  
Jean-Pierre Dubé  
Alain Dubos  
John Dufresne  
Daniel Dugas  
Marilyn Dumont  
Bernice Eisenstein  
Jo-Anne Elder  
Elin Elgaard  
Françoise Enguehard  
Endre Farkas  
George Fetherling  
Nadine Fidji  
Louise Fiset  
Sheree Fitch  
Richard Ford  
Léonard Forest  
Jean Fugère  
Madeleine Gagnon  
Maurizio Gatti  
Nikki Gemmell  
Sharon Gibson Palermo  
Glen Robert Gill  
Rachna (Mara) Gilmore  
Brigitte Giraud

M. Travis Lane  
Patrick Lane  
Carole Langille  
Charles Leblanc  
Daniel Omer LeBlanc  
Georgette LeBlanc  
Gérald Leblanc  
Raymond Guy LeBlanc  
Claude LeBouthillier  
Ross Leckie  
Rachel Leclerc  
Sandra LeCouteur  
Alvin Lee  
Dennis Lee  
Diane Carmel Léger  
Dyane Léger  
Richard Lemm  
Marilyn Lerch  
J. Roger Léveillé  
Susanna Licheri  
Christopher Lirette  
Troy Little  
Douglas Lochhead  
David Lonergan  
Larry Lynch  
Kathy Mac  
Anne Louise MacDonald  
David Macfarlane

Jenny Munday  
Cathy Brown Murphy  
Glenn Murray  
Derlemari Nèbardoum  
Gitpu Nevin  
Lorette Nobécourt  
Michel Noël  
Jean O'Grady  
Heather O'Neill  
Albert Ostermaier  
Denise Paquette  
Daniel Paul  
Stanley Péan  
Harvey Pekar  
Charles Pelletier  
Maryse Pelletier  
Pierre Raphaël Pelletier  
Bryan Perro  
Emily Pohl-Weary  
Marc Joseph Edgar Poirier  
Simone Poirier-Bures  
Andrée Poulin  
B. W. Powe  
Beth Powning  
Bernard Pozier  
Marc Prescott  
Monique Proulx  
Stefan Psenak  
Michel Rabagliati  
Sylvie Roberge  
Christian Roy  
Theresia Quigley  
Jean-Philippe Raïche  
Alain Raimbault  
Jacques Rancourt  
Robert Rayner  
Alice Anna Reese  
Nino Ricci  
Zachary Richard  
David Adams Richards  
Eden Robinson  
Matt Robinson  
Rino Morin Rossignol  
Paul Roux  
Albert Roy  
André Roy  
Camilien Roy  
Christian Roy  
Peter Sanger  
Michel Savard  
Jacques Savoie  
Paul Savoie  
Roméo Savoie  
John Ralston Saul  
Bernhard Schlink  
Olive Senior  
Gilbert Sewell  
Danielle Simard  
Anne Simpson  
Yves Sioui-Durand  
Anne-Marie Sirois  
Glenna Sloan  
Alison Smith  
Russell Smith  
Thomas R. Smith  
Serena Sock  
Karen Solie  
Norbert Spitz  
David Staines  
Anthony A.C. Staples  
Andrew Steeves  
Christiane St-Pierre  
Jessica Tang  
Jeremy Tankard  
Michel Tétu  
Catherine Texier  
Mario Thériault  
Serge Patrice Thibodeau  
Michael Thorpe  
Harry Thurston  
Patrick Toner  
Tony Tremblay  
Elise Turcotte  
Maxine Tynes  
Francesca Valente  
Joe Velaidum  
Marie-Hélène Vézina  
Guillaume Vigneault  
Yolande Villemare  
Eleanor Wachtel  
J.A. Wainwright  
Darryl Whetter  
Budge Wilson  
Yvonne Wilson  
Peter Yan (as of May 2008)



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

Douglas Glover  
Carlos Gomes  
Lian Goodall  
Branko Gorjup  
Gilles Gougeon  
Susan Goyette  
Shauntay Grant  
Emma Haché  
Louise Bernice Halfe  
Judith Hamel  
Louis Hamelin  
Don Hannah  
Hélène Harbec  
Brigitte Harrison  
Donald Harron  
Ursula Hegi  
David Helwig  
Rainer Hempel  
Nancy Huston  
Laurence Hutchman  
Maureen Hynes  
Witi Ihimaera  
Monique Ilboudo  
Elisapie Isaac  
Martine L. Jacquot  
Mark Anthony Jarman  
Alain Jaubert  
K.V. Johansen  
Monique Juteau  
Jonathan Kaplansky  
Naïm Kattan  
Lynne Kositsky  
Dany Laferrière  
Michèle Laframboise  
Ilse Lander

John MacKenzie  
Brent MacLaine  
Alistair MacLeod  
Sue MacLeod  
Matthew Magee  
Antonine Maillet  
Marguerite Maillet  
Kevin Major  
Alberto Manguel  
Roberto Mann  
Michèle Marineau  
Paul Marion  
Lindsay Marshall  
Catherine Anne Martin  
Raymond Martin  
Sandra Martin  
Sharon McCartney  
Elaine McCluskey  
Jennifer McGrath Kent  
Ami McKay  
Phyllis McKinley  
Catherine McKinnon  
Wesley McNair  
Janet McNaughton  
John Meagher  
Rita Mestokosho  
Annie Michaud  
Mildred Milliea  
Allison Mitcham  
Hélène Monette  
Lisa Moore  
Cindy Morais  
Donna Morrissey  
Wendy Morton  
André Mulins