



WILD ROSES  
FESTIVAL 2023

# PARTNERSHIPS AT WILD ROSES

## DATES

July 14-16, 2023  
Aspen Country Hills  
Yellowhead County, Alberta

## PARTNERSHIP CONTACTS

Lauren LaRose - Ference  
Laura Miller

# ABOUT US

Wild Roses Festival is a 3 day gathering for women of all walks. Together, we weave in celebration and empowerment of the feminine through healing arts and nourishing experiences that create lasting, ripple effects of change felt not only throughout our community, but world wide.



## VALUES

- Reciprocity
- Inclusion & Diversity
- Sustainability
- Whole Wellness

## MISSION

Our vision for the festival is to co-create a container for the world we wish to live in. Women hold so much wisdom- and together we have so much to learn from each other. Let us move forward with curiosity, empathy and solidarity to work together to build a new earth, one we want to see for generations to come.



# RECIPROCAL RELATIONSHIPS & COMMUNITY BENEFITS



Photo: Piyesew Crane, Mutual Aid recipient from 2022. Piyesew is an Indigenous birth worker from Samson Cree Nation. Last year, we raised \$5000 in efforts to help them gain access to a speciality vehicle for their family so they can continue doing their important work in their community. In 2021, we raised over \$550, donated to the Native Women's Association of Canada.

The Wild Roses Festival came to be in the Summer of 2021, what started off as an idea for a pot luck gathering in the woods that went viral. From the small profit made from this gathering, 50% of it was donated to the Native Women's Association to offer support to Indigenous women who were disproportionately affected by the pandemic.

Currently, we weave together as a community to create scholarships for marginalised women to attend the event through our Comm-Unity Scholarship Silent Auction that takes place during the festival, as well as donating 5% of ticket sales to charity or mutual aid. Last year, we raised \$1325 through our Scholarship Silent Auction that, matched by Wild Roses Festival, created 8 Scholarship Opportunities for 2023.

While staying true to our grass-roots and reciprocal nature, this year, we are calling in financial partnerships to create nourishing streams of opportunity to pour back into the community. Our main goal with partnerships is to:

- Ease the inflating cost for event amenities
- Offer more scholarship opportunities for women experiencing barriers to participate in the festival through various ways
- Offer bursary for emerging artists (particularly BOC)
- Offer travel stipend for our presenters coming from out of province or country.

# IMPRESSIONS & ANALYTICS

- In person attendance: 1000 attendees
- Attendees journeying from across North America & Europe
- Email Subscribers: 1.3K
- Instagram Following: 3.8K
- 100% women
- Average age: 25-55
- 400% growth rate from 2021
- 700 web visitors per day during festival (2022)
- 6k site sessions (year to date)

Our community of Wild Roses is a blossoming group of women from all walks of life. Our observances are that they are passionate about wellness, women's empowerment, the environment, social change and leaving behind a legacy for our future generations. We are honored to have women join us from all over Canada, USA, Europe, and Australia within these past 2 years.





# PARTNERSHIP PACKAGES

In our efforts towards reciprocity and equality, we offer the following Foundational Elements for all packages which include:

- Logo feature on our website
- Logo placement in our downloadable e-program
- Placement in our partnership gratitude email & social post

## Golden Partnership: 20k Investment:

- 10 tickets for your team (\$3,330 value)
- Verbal recognition during opening ceremony
- Static Social Media Post
- Social collaboration feature: giveaway or social media takeover
- All foundational elements

## Silver Partnership: 10k Investment:

- 5 tickets for your team (\$1,665 value)
- Static Social Media Post
- All foundational elements

## Bronze Partnership: 5k Investment:

- 2 tickets for your team (\$666 value)
- Static Social Media Post
- All foundational elements

In addition to the above packages, we would be excited to discuss the opportunity to create brand experiences with your company holding space on festival grounds.



# PRODUCT PARTNERSHIP



As a gathering experience that values women's health and empowerment, our focus is unequivocally on community. One of our focuses is highlighting women owned brands to be a part of the Wild Roses experience.

The Wild Roses Festival offers a reciprocal relationship where your company connects with your niche audience, raises funds for Wild Roses Scholarships through our Scholarship Silent Auction that benefits marginalized women and femmes, all the while putting your product into influential hands and your brand skillfully marketed to our platform.

## VIP bags & Community Basket:

80 items (recommended \$25 min, value including full or sample size products, gift cards, or certificates for services)

- All foundational elements
- Offered in exchange for 1 festival ticket

If you are interested in contributing only to our Comm-Unity Baskets, we graciously accept in-kind donations of any quantity.





WE LOOK FORWARD TO  
WORKING WITH YOU.

# CONNECT WITH US

To get in touch with our  
Partnership Co-ordinators, please  
send us a email to  
[wildrosespartnerships@gmail.com](mailto:wildrosespartnerships@gmail.com)

