



COME ON BOARD

Celebrate Our “10th RELEASE” in 2021

March 23, 2021

Dear Business Community Member,

As a committee member of the “10th RELEASE” Hay Days Festival – a regional celebration of music, arts and culture, I’m pleased to share this information and invite your organization to participate in our events that will be hosted by the **Rotary Club of Hay River Sunrise**, registered under the NWT Societies Act as number 701594.

Once again we are seeking the tremendous support from our community and funding partners of past festivals and are proud to share some statistics from the 2019 events with you.

- \$135,000 – festival expenditures for 2019
- \$123,000 – spent in the NWT (almost exclusively in Hay River)
- \$110,000 – influx of partner organization funding
- 198 – total number of child, youth, adult and senior workshop participants
- 104 – total number of musicians (variety of ages and genres)
- 24 – Corporate Art Attack participants
- 15 – northern arts & crafts vendors selling at two events

Mark your calendar from **June 29 to July 3, 2021** to celebrate this, the “10th RELEASE” celebration of **Hay Days Festival**. Be sure to invite your NWT family and friends to Hay River for a visit – they’ll be glad you did!

Over these five days our community will host workshops, musical performances, arts & crafts vendors and additional youth & family events that are open to residents and visitors alike.

COVID Precautions

Community and participant health and safety are the primary priority and the committee is working to plan events in compliance with the GNWT Emerging Wisely Plan criteria while maintaining close communication with representatives of the NWT Chief Public Health Office and The Town of Hay River.

I have attached our updated **Sponsorship Package** for your consideration and to encourage you to contact me at sponsorship@haydaysfestival.com or 1-867-875-7102 with any questions or suggestions about how your organization may like to participate in the festivities.

Hay Days Festival will provide you with unique levels of sponsor recognition in appreciation of your support for this fun filled community event. We hope that you’ll join us in the festivities.

Sincerely,

Lee Cawson
Sponsorship Coordinator
Hay Days Festival

LC/amg



Rotary Club of Hay River Sunrise
Established July 98, 2001
Service Above Self

P.O. Box 4478

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