



# COME ON BOARD

for 2025 – the most fun with your flip flops on!

April 29, 2025

Dear Business or Community Organization Membership,

We're happy to reach out to you again with this information package and welcome your organization to participate in the many events during **Hay Days Festival 2025** – a regional celebration of music, arts and culture. We thank all of our previous sponsors, partners, volunteers and participants and invite you to **“Come on Board”** as a sponsor or partner for this year's festival - once again hosted by the Rotary Club of Hay River Sunrise, registered under the NWT Societies Act as number 701594.

Each one of the previous festivals have been great successes and in 2025 the stage is being set to host four days of **“12<sup>th</sup> Release”** celebrations filled with workshops, musical performances, cultural activities, arts & crafts vendors, community engagement and fun-filled family events. Yes, 12 years of festivals already!

Mark your calendar for **July 23 to July 26, 2025** and be sure to invite your NWT and southern family and friends to Hay River for a visit – they'll be happy you did.

Hay Days Festival has exciting news to share with all of you. As the past festival co-ordinator and involved since 2016, I would like to take this opportunity to introduce you to **Kevin Tremblay** who is the 2025 festival co-ordinator *AKA your fearless leader & champion for all things music, arts and culture*. Kevin has been an active Rotary member and supporter of Hay Days Festival and other events since he moved to Hay River 4 years ago. Please join me in welcoming and supporting Kevin in his new role. I'll be working behind scenes.

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

- \$135,000 to \$180,000 – festival expenditures
- \$123,000 to \$160,000 – spent in the NWT (almost exclusively in Hay River)
- Up to \$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

We've attached the **2025 Sponsorship Package** for your consideration and to encourage you to contact Kevin at [sponsorship@haydaysfestival.com](mailto:sponsorship@haydaysfestival.com) or 1-705-715-2883 with any questions or suggestions about how your organization may like to participate in the festivities.

ALL kinds of support are welcome - including cash sponsorship, in-kind donations of materials and goods as well as partner collaborations to host events or volunteer time granted to employees.

**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,

April Glaicar  
Past Hay Days Festival Coordinator

Kevin Tremblay  
Hay Days Festival Coordinator 2025



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