

EMILY CARR

community festival of the ARTS AND ECOLOGY

A community climate action initiative.

Information of interest to
prospective sponsors.

Victoria | West Shore | Spring 2008

Honouring the eco-cultural legacy of artist and author Emily Carr,
celebrating British Columbia's art, culture and heritage,
UNESCO's International Year of Planet Earth (2008) and the
Decade of Sustainable Development (2005-2014)

Project Overview

Over the past 10 years, the Vancouver Island municipalities of Colwood and Langford have experienced unprecedented growth and change. The landscape of the West Shore has been transformed, and our population is expected to double over the next several years.

Citizens currently enjoy an enviable spectrum of sports and recreational opportunities, but opportunities for community-building through local cultural experiences has not kept pace. Considerable consultation with our community confirms the need for increased activities and events organized locally, where folks can gather, be entertained, and actively participate in celebrations of the arts, culture and heritage.

Emily Carr spent considerable time traveling the West Shore in her caravan, driven to explore nature through her visual art and written works. A few elders still have stories of her visits to our forests and shores, and covet the memories of this world-renowned artist and writer in a dugout canoe, or painting beneath British Columbia's largest Arbutus tree at Esquimalt Lagoon.

In response to the need for our community to produce more local events with *'soul'*, a remarkable grassroots alliance has developed over the past year. Leaders in community culture, economic development, tourism, education and local government have come together with a shared vision to create a unique, inclusive community arts and ecology festival—the **EMILY CARR Community Festival of the ARTS and ECOLOGY**.

Through this festival, people of all ages will discover and celebrate our amazing arts and culture sector, and our community's spectacular natural environment and heritage sites, as they celebrate life and learn to live more sustainably.

This is the first time our West Shore community has combined forces in this way, and we look forward to your involvement, whether you are a business leader, artist, educator, musician, social investment broker, a student, elder or a young parent with a dream of a healthy and happy community.

Answer the call.

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A GREEN COMMUNITY-BUILDING INITIATIVE LINKED WITH THE GOALS OF AN ALLIANCE OF COMMUNITY ORGANIZATIONS AND GROUPS

The EMILY CARR Community Festival of the ARTS and ECOLOGY encourages and facilitates community participation in the arts and the environment, meeting the goals of a myriad of organizations and groups. The festival promotes:

- Public interest and engagement in the arts, culture and heritage.
- The value of our environment and the arts in a healthy lifestyle for people of all ages and abilities.
- The celebration of arts, culture and heritage education at a grassroots level.
- Collaboration across multiple jurisdictions with a shared vision to advance arts/culture-based environmental and economic development opportunities where such expansion is of strategic benefit to a broad spectrum of community interests.

PROPOSED PROGRAMMING

This is celebration of the local legacy of Emily Carr, our province's iconic artist, author and eco-culturalist, and is taking place at various community gathering places and heritage sites throughout the West Shore.

- **Festival Promotional Kick-off—National Youth Week – Life Earth Battle of the Bands** - The EMILY CARR Community Festival of the ARTS & ECOLOGY kicks off with the power of youth culture with regional rock and roll bands coming together to play for the planet in a friendly competition, strengthening connections between young people, their community and our shared vision for a healthy and vibrant future environment.
- **Mother's Day Paint-In** - Celebration of local heritage through interpretive programming, site tours (incl. New Victory Garden), local music and artisan/community displays, and the 3rd annual student art show (**emily + bob: a student art show**) celebrating the worlds and works of Emily Carr and Robert Bateman, whose Bateman Environmental Arts & Education Centre is slated for development at Royal Roads University/Hatley Park National Historic Site. Local winners of the annual Robert Bateman GetToKnow Writing and Art Contest will be announced at this event. Live Earth Battle of the Bands winners, school choirs involved in the Voices of Nature Program, and other local talents will perform.
- **ICC LOCAL FOOD FESTIVAL: Defending Our Backyard** at Fort Rodd Hill/Fisgard Lighthouse National Historic Site—What is certain to be the "must see" culinary event of the season for Vancouver Island, produced by the Island Chefs' Collaborative and their team of nationally acclaimed chefs and champions of the local food movement and sustainable business practices.
- **FIRE UPI Contemporary Works in Pottery and Emily's World: A Plein Air Tribute** — One of Canada's foremost showcases of ceramic art, together with an exhibition of 2D art, based on a series of plein air excursions enjoyed by regional painters' groups; celebrating environmental themes and green spaces where Emily Carr is known to have painted throughout the region.
- **GREEN LIVING and GO LOCAL FOOD Expo** - Launch of the local farm market season and the community's latest GO LOCAL marketplace, where growers, artists and craftspeople will showcase a *"Taste of Vancouver Island"*, while green businesses introduce folks to the latest ways to reduce their ecological footprint while living well. The Colwood and Langford Official Community Plans are expected to be unveiled at this time.
- **City of Colwood Park Event**—Victoria Day Weekend, with Esquimalt Lagoon Stewardship Initiative.
- **First Nations Showcase**—sharing traditional art, culture and sustainable living lessons.
- **Historic Military Encampment** — Fort Rodd Hill & Fisgard Lighthouse National Historic Sites.
- **VOICES OF NATURE Artist-in-Residence Program** - eco-earning through arts and music at schools; an award-winning program with professional recording artists working with Ministry of Education-recommended learning resources.
- **"FLASHPOINT" - Theatre for Living** - a series of café events examining community sustainability.

Project Overview (continued)

VOLUNTEER INVOLVEMENT IN THE PROJECT

The Festival is a grassroots community initiative driven by local community and business leaders, and supported by a myriad of local businesses, social profit organizations and institutions. The previous editions of the events and activities that make up core elements of the **EMILY CARR Community Festival of the ARTS and ECOLOGY** are largely organized, setup and run by community volunteers. Volunteers work during the Festival will include venue managers, merchandise and raffle ticket sellers, artist/mentors, workshop facilitators, people to set up pre-Festival and tear-down/clean-up post-Festival. Community volunteers will play a significant role in planning, implementing and evaluating the festival. The West Shore is a “*can do*” community. We know our community will **answer the call** to climate action through the EMILY CARR Festival. Project contractors will be sourced locally, from within the West Shore community wherever possible.

PROJECTED OUTREACH IMPACT OF THE FESTIVAL

Festival venues are traditional West Shore community gathering places (community classrooms and cafés, Juan de Fuca Recreation Centre, Royal Roads University/Hatley Park National Historic Site), and accessible to all. The festival will be marketed to draw people from across southern Vancouver Island, with a special emphasis on attracting participation from the West Shore (Colwood, Langford, Metchosin, Highlands and View Royal), East Sooke, Sooke, Victoria, Saanich, Sidney and the Cowichan Valley. Festival organizers plan to keep the majority of the events free to the public through sponsorships and various forms of community fundraising.

Based on similar events and activities held in this region and in other British Columbia communities, we expect the festival to net the following outreach impacts:

- **1000** students engaged at district schools (through the visual arts, eco-learning, performances and student leadership initiatives)
- **5000** spectators at the Mother’s Day Paint-in (art shows, performances, exhibits and hands-on experiences)
- **1500** visitors to community art exhibitions (FIRE UP! & Emily’s World: A Plein Air Tribute; GO LOCAL Expo; Roaming Gallery sites at businesses throughout the community)
- **100** volunteers who will help make it all happen
- **1000** participants in various eco-action activities
- **5000** people linked to our community eco-cultural events through new media
- **1000** local business and professional people who will answer the call, by making big changes that start small
- **50000** members of the public who will read about or watch news coverage of the events
- **15000** family members who will discover something new about ecology and the arts through their family’s children and youth, and will answer the call to help the planet.

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NETWORKING THE VISION

Considerable work has gone into the social networking and marketing of this festival vision. Local government, community groups, schools, universities, businesses, arts and ecological organizations are signing on to become part of something big on the new West Shore.

We hope you'll also answer the call to local climate action.

STRATEGIC COLLABORATIVE PARTNERSHIPS

The EMILY CARR Community Festival of the ARTS and ECOLOGY and its community eco-cultural alliance is seeking further strategic collaborative partnerships that capitalize on natural mission/project synergies. We are looking to find the fit that's right for you and your company or organization.

COME TOGETHER

Join our community alliance and have your mission/project benefit from festival marketing that will get your strategic messages to a broader public. Our alliance already includes:

City of Colwood	West Shore Chamber of Commerce
Royal Roads University	Hatley Park National Historic Site
Fort Rodd Hill/Fisgard Lighthouse National Historic Sites	West Shore Arts Council
West Shore Parks & Recreation Society	Island Chefs' Collaborative
Art Gallery of Greater Victoria	Emily Carr House
School District #62 (Sooke)	Lester B. Pearson College of the Pacific
Better Business Bureau of Vancouver Island	Maxwell International School
Moyer Creative Group	Robert Bateman Get To Know Calendar Contest
Westshore Town Centre	Turner Lane Development Corp.
Capital Regional District	Esquimalt Lagoon Stewardship Initiative
Colwood Association for SmartGrowth	FIRE UP! Contemporary Works in Pottery
Sierra Club of Canada (BC Chapter)	Voices of Nature Society / Artist Response Team Inc.
Capital Families Association	TheatreWorks
Emily Carr Project	Island Savings Credit Union
	Canadian Earth Institute

and other organizations, educators and artists seeking to create a special community celebration of shared British Columbia history, UNESCO's International Year of Planet Earth, and Decade of Sustainable Development.

The West Shore is growing and it's time to celebrate our history and success with style and substance. **Answer the call.**

Scheduled Activities

Promo Launch		LIVE EARTH BATTLE OF THE BANDS	
Friday, April 25, 2008	7:00 to 10:00 p.m.	Bear Mountain Arena	Est. Attendance: 750
Activity description: Youth (ages 14-18 years) bands from across the Capital Regional District vie for rock and roll supremacy performing cover tunes or original material with a distinct eco-edge.			
Winners perform on the Festival stage at the Mother's Day Paint-in on May 11th at Hatley Park National Historic Site. This successful youth-based arts program will celebrate its 4th year in 2008.			

Activity No. 1		MOTHER'S DAY PAINT-IN / emily+bob: a student art show	
May 9 TO 11, 2008	Three Days (10am-5pm)	Hatley Park National Historic Site	Est. Attendance: 5000
Activity description: Over the last 12 years, people from the West Shore have gathered to celebrate Mother's Day at Hatley Park National Historic Site. Local artists and artisans look forward to the colour and excitement of the grounds transformed to welcome community. To celebrate the centennial of Hatley Castle in 2008, the annual event will expand the cultural content to include emily+bob: a student art show (May 9-11) will showcase student art, an expanded music program , including Voices of Nature school choirs and the winners of the Live Earth Battle of the Bands .			
Heritage activities reflecting Hatley's centennial, a GO LOCAL fine art and craft showcase , celebration of regional winners from the annual Robert Bateman GetToKnow National Writing & Art Contest , and the unveiling of Royal Roads "Victory Garden" . This iteration of the Paint-in embraces features of Salish Sea Festival, by weaving in a number of environmental themes together with those related to Community heritage.			

Activity No. 2		The ICC Local Food Festival ~ "Defending Our Backyard"	
May 25, 2008	Noon to 4pm	Fort Rodd Hill National Historic Site	Est. Attendance: 1000
Activity description: A veritable who's who of Vancouver Island's culinary community come together to showcase their passion for supporting local food with world class flavour. Who knew food security could taste so good! The Island Chefs' Collaborative is comprised of Vancouver Island's leading chefs and others dedicated to local food and sustainable business practices.			

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Activity No. 3		ESQUIMALT LAGOON COMMUNITY CELEBRATION		
May 18, 2008	noon to 4pm	Esquimalt Lagoon/Coburg Peninsula	Est. Attendance: 500	
<p>Activity description: The sea and lands surrounding Esquimalt Lagoon have been a gathering place for generations. The City of Colwood is slated to celebrate the Lagoon and Coburg Peninsula on Sunday, May 18th, with a particular focus on the natural and human history of this special place. Performances, local art, and various cultural and ecological Interpretive activities will help community members, young and old, connect with and discover a rich cultural heritage based on sustainable living principles, and understand the unique biodiversity of this national migratory bird Sanctuary and favourite painting spot of Emily Carr.</p>				

Activity No. 4		FIRED UP! Contemporary Works in Pottery / Emily's World		
May 29–June 1, 2008	Three Days (10am-5pm)	2 Metchosin Venues	Est. Attendance: 1500	
<p>Activity description: Nationally recognized ceramics show and a 2D art exhibit celebrating Emily Carr and the beauty of greater Victoria's wild places. These two Metchosin shows bookend beautiful Witty's Lagoon Regional Park and the studio/garden of internationally celebrated potters, Robin Hopper and Judi Dyelle of 'Chosin Pottery. Emily's World will be based on images created during a series of Pleine Aire painting trips to some of the same beautiful places that captivated Emily Carr.</p>				

Activity No. 5		GREEN LIVING and GO LOCAL Food Expo		
May 31, 2008	One Day (10am-4pm)	Colwood Plaza Farmers Market	Est. Attendance: 1500	
<p>Activity description: Launch of local farm market season and the community's latest <i>GO LOCAL</i> venue, where growers, artists and craftspeople showcase a "<i>Taste of Vancouver Island</i>", while green businesses introduce folks to the latest ways to reduce their ecological footprint while living well. The Colwood and Langford Official Community Plans are expected to be unveiled at this time; the "<i>Felting the World You Want</i>" mural, created on April 25th at the Live Earth Battle of the Bands, will come back together to formally close the Emily Carr Community Festival of the Arts and Ecology.</p>				

Activity No. 6		GREEN LEARNING OPPORTUNITIES AT ROYAL ROADS UNIVERSITY		
Spring 2008	Various Dates	Royal Roads University	Est. Attendance: 750	
<p>Activity description: Continuing Studies at Royal Roads has crafted an amazing menu of inspired courses, workshops and special events that beautifully weave in and out of the Emily Carr Festival's focus on the arts, ecology and sustainable community. From such offerings as <i>The Earth Charter</i>, <i>Ecological Footprints</i>, <i>Hopeful Handprints</i>, <i>Slow Food</i> and <i>An Introduction to Local Ethnobotany</i>, to <i>Wild Weddings</i>, <i>Aboriginal Ways of Being and Knowing</i>, <i>Labyrinths in the Sand</i>, <i>Tree Stories</i>, and <i>Emily Carr: An Artistic Adventure</i>, there's something delicious for every green learning taste.</p>				

Proposed Activities

Activity No. 1		VOICES OF NATURE Artist-in-Residence Music Program		
April 2008	Various	2 West Shore Schools	Est. Attendance: 750	
<p>Activity description: The Voices of Nature Program is an award-winning music-based eco-learning initiative recommended by the BC Ministry of Education. Students take part in choir and band activities involving songs about the environment. The work culminates in a performance on the Festival Main Stage during the Mother's Day Paint-in.</p>				

Activity No. 2		"FLASHPOINT" - Theatre for Living Production		
May 2008	3-5 performances	Café Performances TBA	Est. Attendance: 300	
<p>Activity description: A series of café events examining the subject of community sustainability through the thoughtful, engaging and provocative use of theatre.</p>				

Other related community initiatives currently under development by Climate Action West Shore's alliance include:

URBAN AGRICULTURE, with the *New Victory Garden*, a multi-generational community climate action project to bring together youth and elders to produce and enjoy local food.

west shore LIVING: Local Food, Entertainment and Agriculture Guide—mapping opportunities for people to find and enjoy West Shore arts, culture and local food.

ECO-ADVENTURE PROJECTS and ACTIVITIES for school and community youth groups (canoeing, hiking, environmental conservation, ethnobotany tours, Coast Salish Re-Discovery).

Past Alliance Programming

Activity No. 1	12th Annual Mother's Day Paint-in and Artisan Fair
May 12, 2007	Est. Attendance: 5000 at Royal Roads University/Hatley Park National Historic Site
Activity description: Showcase of the region's finest artisans and crafters, guided interpretive tours of the Edwardian estate (heritage gardens, award-winning restored greenhouse, 1908 Hatley Castle), local music and talent, family entertainment taking place on the grounds of one of Canada's largest and most diverse national historic sites. Royal Roads University / West Shore Arts Council Production	

Activity No. 2	Salish Sea Festival
June 3, 2001	Est. Attendance: 3000 at Fort Rodd Hill National Historic Site
Activity description: Community festival celebrating Environment Week and the culmination of a year of arts-based eco-learning by schools and students through the West Shore. The event showcased local performers throughout the day, local food, hands-on environmental activities, displays from schools, community groups engaged in habitat restoration activities, green businesses, and industry involved in a variety of sustainability missions. Approximately 1500 youth performers were involved. Artist Response Team production, involving multiple government departments and private business.	

Activity No. 3	3rd Annual Battle of the Bands
May 2, 2007	Est. Attendance: 500 at Juan de Fuca Curling Arena
Activity description: Celebrating National Youth Week, the event showcased local youth bands and exhibits of youth outreach organizations/projects/volunteer initiatives. Extraordinary feedback from both youth and their families about the value of this initiative in providing youth culture a great venue for collaboration and celebration! West Shore Parks & Recreation Society and Military Families Resource Centre community cultural collaboration, involving recreation centres from across the Capital Regional District.	

Our team of event organizers have been involved in a multitude of local, regional and international events (festivals, concerts, conferences, theatre productions, art exhibitions), suitably qualifying them as champions for this unique community-building festival.

Sponsorship Opportunities

The EMILY CARR Community Festival of the ARTS and ECOLOGY offers a unique opportunity for your business or organization to join a team championing an important community celebration of the arts, culture, heritage and the environment. Be a leader supporting the development of an exciting new festival for the NEW West Shore, a festival that:

CELEBRATES community, history (it's British Columbia's 150th Birthday in 2008 and the centennial of Hatley Castle), and the beautiful natural environment of the West Shore;

INSPIRES climate action through the creative use of music, theatre and the visual arts; and

ENGAGES artists and performers, business people, community groups, social profit organizations, children, youth and families from across the Capital Regional District.

Help us create an outstanding community-building legacy for the NEW West Shore by becoming a festival sponsor. Find the fit that's right for you ...

FESTIVAL PATRON

As a financial sponsor of the EMILY CARR Community Festival of the ARTS and ECOLOGY, **FESTIVAL PATRONS will receive:**

1. A sponsorship package designed to meet your individual needs;
2. Your logo, company description and link on our website;
3. Your logo and advertisement in the official Festival program;
4. Acknowledgement in all media material;
5. An opportunity for display banner/signage at the event;
6. An opportunity to place a letter of Welcome in the program;
7. Entry into all Festival events;
8. Emily Carr Eco-Cultural Alliance Decal

CONTRIBUTION: \$20,000 plus

FESTIVAL SPONSOR

As a financial sponsor of the EMILY CARR Community Festival of the ARTS and ECOLOGY, **FESTIVAL SPONSORS will receive:**

1. Your logo, company description and link on our website;
2. Your logo and advertisement in the official Festival program;
3. Acknowledgement in all media material;
4. Inclusion in Festival banner/signage;
5. Entry into all Festival events;
6. Emily Carr Eco-Cultural Alliance Decal

CONTRIBUTION: \$5,000 to \$20,000

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FESTIVAL PARTNER

As a financial sponsor of the EMILY CARR Community Festival of the ARTS and ECOLOGY
FESTIVAL PARTNERS will receive:

1. Your logo, company description and link on our website;
2. Your logo and advertisement in the official Festival program;
3. Acknowledgement in media material related to your sponsorship;
4. Entry into all Festival events;
5. Emily Carr Eco-Cultural Alliance Decal

CONTRIBUTION: \$1,000 to \$5,000

Sponsorships below \$1,000 will receive a Special Thanks on our website and in the official Festival program. In-kind donations to the Festival are also welcome! In-kind supporters will be awarded a sponsorship level equivalent to a cash donation.

IMPORTANT INFORMATION FOR ORGANIZATIONS CONSIDERING FESTIVAL SPONSORSHIP

The success of the **EMILY CARR Community Festival of the ARTS and ECOLOGY** will depend on the financial and in-kind resources committed by **February 29, 2008**. We are hoping business leaders will seize the opportunity to be a part of building community, through a celebration of the arts and ecology. **Answer the call now.**

To discuss Festival sponsorship, please contact **Cindy Moyer**, Moyer Creative Group/Climate Action West Shore at **250.474.7390** or **Cindy@MoyerCreativeGroup.com**.

www.emilycarrfestival.ca



A young Emily Carr.

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A project of **CLIMATE ACTION WEST SHORE**, a West Shore alliance involving a growing network of local community arts, culture, business, education and environmental groups and organizations.

For more information, please contact:
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