

TALL PINES

A stylized logo for the year 2024, composed of geometric shapes in teal, gold, and white. The '0' is a solid gold circle, and the '2', '3', and '4' are formed by overlapping triangles and lines in the teal and gold colors.

Partnership Program



WELCOME TO Tall Pines in Muskoka

From the captivating melodies that drift through the towering pines to the inspiring artwork that adorns our grounds, Tall Pines has emerged as one of Ontario's premium music and arts festivals. As we embark on our third year, we invite you to take part in the remarkable evolution of a festival that is becoming a Muskoka-tradition while simultaneously fostering artistic expression and culture in the region.

With each passing year, the vibrant energy and undeniable passion that defines Tall Pines only intensifies, fueling our commitment to providing an extraordinary experience for festival-goers and artists alike.

Join us on this journey, immerse yourself in the magic of Tall Pines, and grow with us as we continue to push the boundaries of what a music and arts festival can be.



TALL PINES

MUSIC & ARTS
FESTIVAL

TALL PINES

MUSIC & ARTS
FESTIVAL

BLUE RODEO



42,770,000

EVENT REACH

PAID, ORGANIC & EARNED

9,526,000

EVENT IMPRESSIONS

PAID, ORGANIC & EARNED

4,275

FOLKS ON-SITE

OVER TWO DAYS

2,800,000+

CAMPAIGN IMPRESSIONS

4-MONTHS with COTTAGE LIFE

Average Fan Rating: 4.3



52 Media Mentions

Forbes

CTV NEWS

iHeart RADIO

exclaim!

RANGE

Will you attend next year?

92% MAY OR WILL RETURN

Ticket Sales

COTTAGE COUNTRY

37%

GREATER TORONTO AREA

27%

REST OF ONTARIO

35%

OTHER

1%

(PROVINCES, STATES AND INTERNATIONAL)





Watch Highlight Reel



In Good Company

**Surrounded by industry-leading
brand partnerships and a diverse
lineup of bands, you'll find
yourself in good company.**



PAST HEADLINERS

Bedouin Soundclash • Big Wreck • Blue Rodeo
Classified • I Mother Earth • K-OS • Serena Ryder
Sloan • The Beaches • Tokyo Police Club

SUPPORTING ACTS

Boy Golden • Cam Kahin • Caveboy • Dear Rouge • Ellevator
Goodnight Sunrise • Jerry Leger & The Situation • Ombiigizi
Orson Wilds • Ruby Waters • Shawnee Kish • Skye Wallace
The Brandy Alexanders • The Darcys • The Redhill Valleys

EMERGING ARTISTS

OPPORTUNITES GIVEN TO INTERNALLY SCOUTED ARTISTS WITH NO AGENTS

Augusta • Frank Mighty • Georgia Harmer • Misty Blue
Sydney Riley • The Currie Brothers • Vikki Minor • We Were Sharks



Biggest economic event for the town all year

Stefan O. (Muskoka411)

Anybody that owns a business (in Gravenhurst) would have been foolish not to have embraced the Block Party

Lori R. (Taboo Muskoka Resort)

What an incredible festival that was... Thank you so much for the beautiful hospitality and love from your entire team. Saying we had a "blast" is an understatement.

Sandy P. (Manager, Serena Ryder)

Congratulations on a fabulous event and thank you for inviting us to your table. It was wonderful to see Gravenhurst come to life! Looking forward to 2024!

Cara H. (The Record Shoppe, Huntsville)

I can't even begin to tell you how much we all enjoyed ourselves ! From start to finish and everything in between.

Ashley H. (o/o Tim Horton's, Gravenhurst)

It was a great energy and I only heard positive remarks, well done guys!!! And thank you for bringing this to Gravenhurst, I hope it's something you continue with, and we're able to further develop our partnership in years to come!

Meghan P. (Exec. Dir., Gravenhurst Chamber of Commerce)

Thank you for putting Gravenhurst on the map for so many new people and for all your hard work and dedication in waking up Muskoka for an incredible summer season. We cannot wait for next year and all the amazing things Tall Pines will bring back to our community.

Robyn R. (The Bakery, Gravenhurst)

From firsthand experience - the fans left inspired. I had 10+ individual women or groups of young girls come up to me after and say that we had inspired them to start a band. Can't wait for some of those girls to join the Tall Pines lineup one day!

Vanessa V. (Lead Vocals & Keys, Goodnight Sunrise)

The 2023 event just looked better. You really leveled it up this year.

Keith J. (Bracebridge Hall)





TOKYO POLICE CLUB



Partnership Benefits

Three unique opportunities to integrate your brand into a vibrant cultural event, effectively reaching an engaged audience from across the region and the province.

Presenting Partner

Partner Benefits

Festival Rights

- Brand or logo incorporated in master event logo and title (ie: Tall Pines presented by Brand XYZ)
- Entitlement of One (1) primary Festival Feature
- Use of event logo and marks for Contesting / Promotion
- Use of artist's Name / Likeness for Contesting / Promotion
- Category Exclusivity (To be mutually defined)

Pre-Promotion Marketing & Media

- Brand incorporated event logo within all pre-promotion & marketing
- Festival web-site / digital banner ads and link
- 2 Festival E-Blasts + Newsletter feature
- 5 Festival created social media posts (FB / IG)
- PR / Press releases (Feature, mentions and logo)

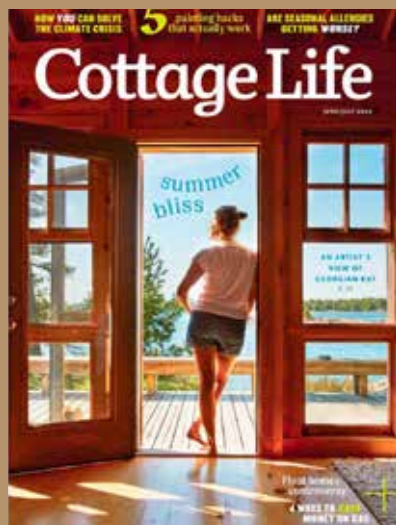
On-Site Integration & Branding

- Tickets (Front Gate printed tickets inc. ad)
- Wristbands (brand included on wristbands)
- Event T-shirts / Volunteers (Front)
- 4 Banners / Integrated branding
- Main Stage Signage / Header
- 4 Main Stage Announcements (PA)
- Line up / Schedule signage
- Static Signage
- 30' x 30' Promotional Footprint
- Roaming Rights
- On-Site Sampling
- On-Site Sales

Tickets & Hospitality

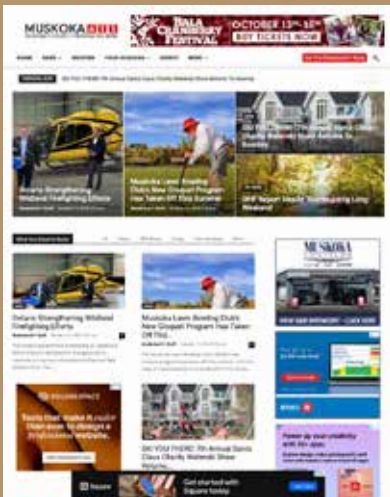
GA Day Passes	25/day	Weekend VVIP Dock	1
GA Weekend Pass	25	Parking Pass (GA Day)	10/day
VIP Day Pass	20/day	Artist Experiences	1/day
VIP Weekend Pass	10	Backstage Pass	6
VIP+ Weekend Pass	10	Worker Passes	8/day

Measured Media



Cottage Life Magazine

INCLUDED MEDIA	VALUE
Full-Page Ad in 1 Issue	\$13,500
Sponsored Article in 1 Issue	\$6,500
Big Box Ad in 2 Newsletters	\$4,000
4 Posts on Social Media	\$4,000



Muskoka411.com

(1.5M visitors per month)

INCLUDED MEDIA	VALUE
Website Takeover	\$3,000
1 Feature Article	\$1,000
8 Social Posts	\$300



Primary Partner

Festival Rights

- Entitlement of One (1) primary Festival Feature
- Use of event logo and marks for Contesting / Promotion
- Use of artist's Name / Likeness for Contesting / Promotion
- Category Exclusivity (To be mutually defined)
- Additional rights as required to be mutually agreed upon

Pre-promotion Marketing & Media

- Festival web-site / digital banner ads and link
- 1 Festival E-Blast + Newsletter mention
- 3 Festival created social media posts (FB / IG)
- PR / Press releases (mention and logo)

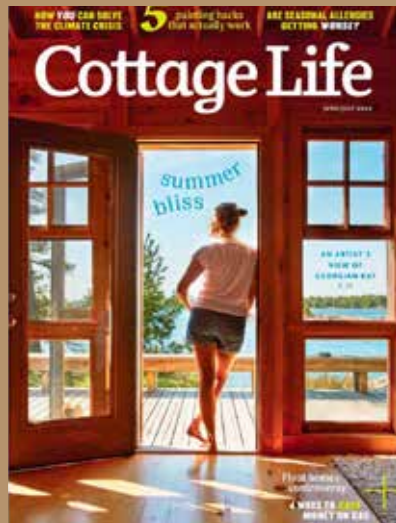
On-Site Integration & Branding

- Event T-shirts / Volunteers (Back)
- 2 Banners / Integrated branding
- 2 Main Stage Announcements (PA)
- Static Signage
- 20' x 20' Promotional Footprint
- Roaming Rights
- On-Site Sampling
- On-Site Sales

Tickets & Hospitality

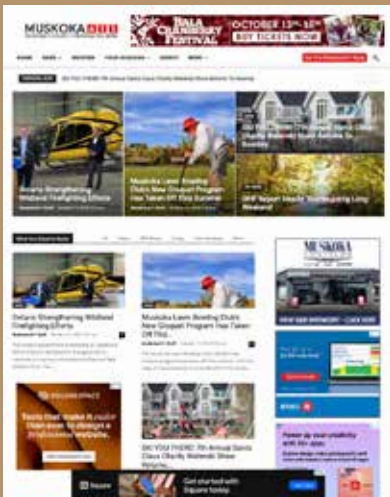
GA Day Passes	12/day	Parking Pass (GA Day)	4/day
GA Weekend Pass	12	Artist Experiences	1/day
VIP Day Pass	6/day	Backstage Lounge Pass	4
VIP Weekend Pass	6	Worker Passes	6/day
VIP+ Weekend Pass	2		

Measured Media



Cottage Life Magazine

INCLUDED MEDIA	VALUE
Half-Page Ad in 1 Issue	\$8,500
Big Box Ad in 1 Newsletters	\$2,200
2 Posts on Social Media	\$2,000



Muskoka411.com (1.5M visitors per month)

INCLUDED MEDIA	VALUE
Website Ads	\$850
8 Social Posts	\$300



Friend of the Fest

Festival Rights

- Use of event logo and marks for Contesting / Promotion
- Use of artist's Name / Likeness for Contesting / Promotion
- Additional rights as required to be mutually agreed upon

Pre-promotion Marketing & Media

- Festival web-site / digital banner ads and link
- 1 Festival E-Blast + Newsletter mention
- 2 Festival created social media posts (FB / IG)
- PR / Press releases (logo)

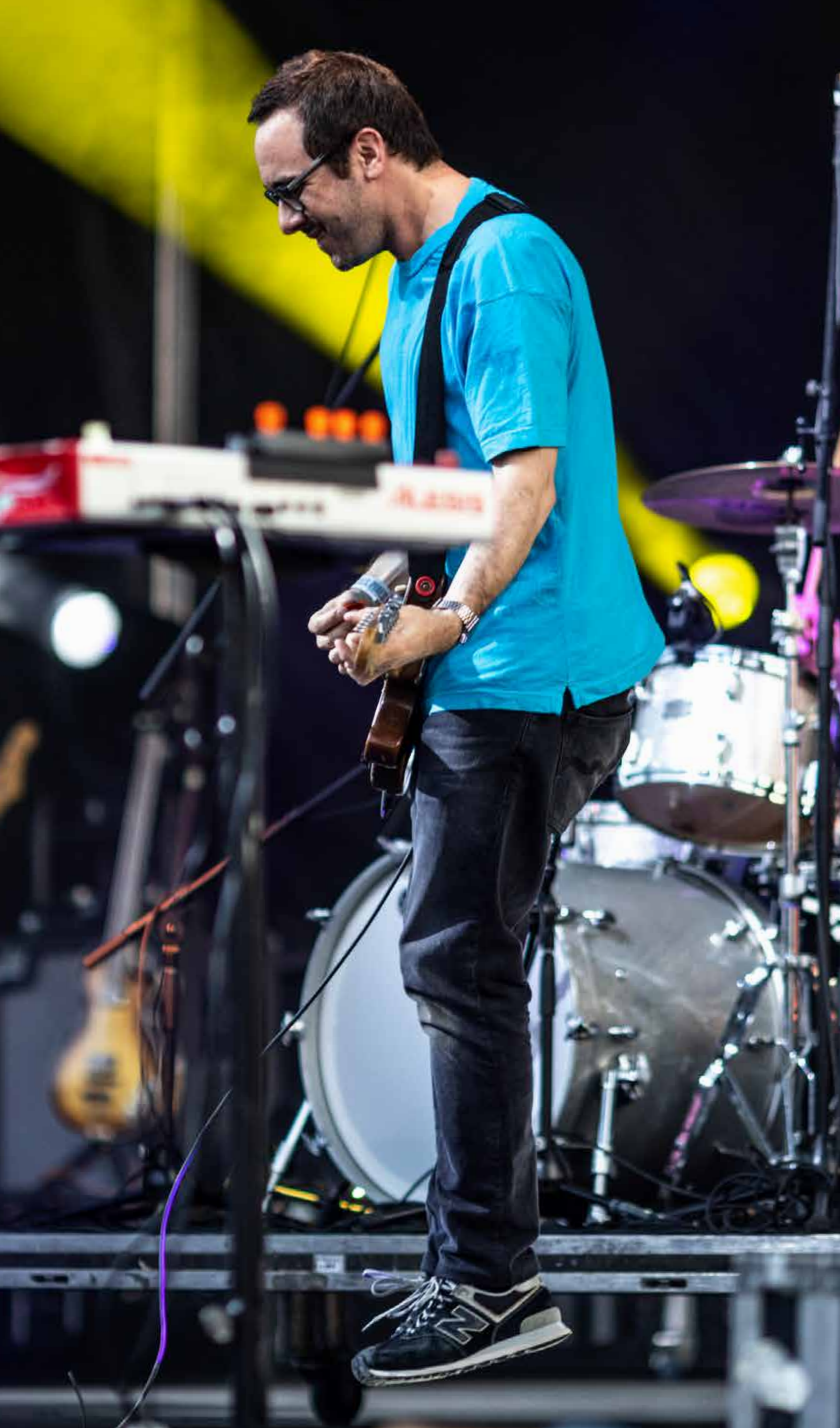
On-Site Integration & Branding

- Event T-shirts / Volunteers (Back)
- 1 Banners / Integrated branding
- 2 Main Stage Announcements (PA)
- 10' x 10' Promotional Footprint
- Roaming Rights
- On-Site Sampling
- On-Site Sales

Tickets & Hospitality

GA Day Passes	6/day	Parking Pass (GA Day)	2/day
GA Weekend Pass	4	Backstage Lounge Pass	2
VIP Day Pass	2/day	Worker Passes	4/day
VIP Weekend Pass	2		







For more
information
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