

SUNFEST '14

“A Celebration of World Cultures”

July 2, 3, 4, 5 & 6, 2014

Victoria Park – London, Ontario – Canada

November 08, 2013

**Proposal to the City of London
SUNFEST 20th Anniversary Celebration**

In July 2014, **Sunfest** will celebrate its 20th anniversary as **Canada’s premier showcase of World Cultures** in London’s picturesque Victoria Park. For the 20th consecutive year, Sunfest will once again present the top world artists during their annual family festival – free of charge – to Londoners and tens of thousands of visitors from near and far. (225,000 estimated visits – “Economic Impact Study: Enigma Research, 2011).

Sunfest’s free music festival has played an integral role in building bridges between London’s mainstream and immigrant communities.

It would be fitting that London’s most accessible and inclusive festival celebrates its 20th anniversary by adding an extra day, growing the festival from four to five – dedicating a spectacular opening performance to the local community for their two decades of unwavering support. **Wednesday, July 2nd will be declared, “London Day”.**

Sunfest has an enviable reputation right across Canada for its expansive and inspirational programming. The addition of a 5th day will bring more internationally celebrated world artists to London’s summer showcase and feature greater star power. For “London Day”, we are looking at renowned **Tower of Power, or Los Van Van** from Cuba, two of the most sought after world acts currently touring.

This additional day of Sunfest would be presented by the City of London, and focus attention on the community’s changing face, beautifully illustrated through the diversity and shared love of music the festival represents. London’s Mayor, the Honorable Joe Fontana would be asked to open the festival on this special day and recognize the vision of Artistic Director, Alfredo Caxaj and extend special appreciation to the countless grassroots volunteers whose passion has ensured Sunfest’s success.

It must be noted that Sunfest has been selected as one of the top 50 events and festivals in Ontario for the past 6 years by Festivals and Events Ontario and has earned the American Bus Association’s 2011 designation as a Top 100 North American Event.

**THE SUNFEST-LONDON COMMITTEE FOR CROSS CULTURAL ARTS INC.
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Sunfest is annually supported by some **400 dedicated volunteers** along with financial support from the Department of Canadian Heritage, Government of Quebec, London Arts Council, Ontario Arts Council, the Ontario Ministry of Tourism and has extensive media support through Bell Media including CTV London, 97.5 Virgin Radio, BX 93, 1290 Newstalk CJBK and Funny 1410, as well as Altomedia, CIUT-FM Toronto; CHRW 94.3 FM London, Radio-Canada (Ontario) and the London Free Press. Additionally, Sunfest receives individual and corporate financial support and continues to operate in the black.

Most notable among Sunfest's corporate sponsors is **TD Bank**, who themselves will be celebrating their **150th anniversary in 2014**. In recognition of their sesquicentennial, TD has injected additional funding that will further enhance next years line-up. Sunfest is proud of the close relationship fostered with TD over the past six years and is privileged to host this historic milestone.

In 2014, Sunfest respectfully requests from the City of London, a one time contribution of \$50,000 to celebrate the festival's 20th anniversary – funding which will be utilized as follows.

Artists Fees	\$32,500
Marketing	\$12,500
Production	\$ 5,000
City of London Contribution	\$50,000

To support the City's expanded involvement, Sunfest will dedicate additional budget towards the 2014 festival.

Additional Acts for full evening	\$15,000
Hospitality (Sunfest)	\$ 5,000
Additional production	\$ 5,000
Additional SUNFEST Contribution	\$25,000

Additional Bell Media (radio & TV SWO)*	\$12,500
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**Furthermore, Sunfest has confirmed additional support from their founding sponsor, Bell Media, who will match any of the above marketing allocation directed to them with additional TV & Radio advertising on stations outside of London to attract greater visitor attendance to the festival.*

Sunfest, its Board of Directors, Artistic Director and Volunteers look forward to working with the City of London to make this a positive and memorable event to add to the City's stature with these 20 years of celebrating our city's culturally diverse community.

Sincerely presented by:


Alfredo Caxaj
Executive/Artistic Director
SUNFEST


Don Mumford
Board Member
SUNFEST