



GEDfest 2024
Supporter
Package



As a supporter of GEDfest, I am excited to share with you information on the 7th Annual edition of Canada's largest annual fundraiser in memory of Gordon Edgar Downie. GEDfest takes place October 19th, 2024 at Calgary's iconic Palace Theatre. GEDfest raises funds for the Alberta Cancer Foundation and has set this year's fundraising goal at \$200,000 – we aim to make a huge impact for all Albertans facing cancer!

More than anywhere else, Alberta is uniquely positioned to OWN.CANCER. We're entrepreneurial, collaborative and innovative – determined to improve the lives of all Albertans with cancer, BUT we need your help.

That's why I'm contacting you! Please consider contributing to our event by becoming a GEDfest supporter.

Please consider supporting GEDfest in one of the following ways:

- **Donate to our silent auction**
- **Make a direct corporate donation to Alberta Cancer Foundation's OWN.CANCER campaign**
- **Come to GEDfest**
- **Follow us on Social Media**

Please review the information on the next pages to learn more about GEDfest and our mission, or visit our website to learn more, including donation and silent auction links, ticketing information, and everything else you want to know about this UNFORGETTABLE event.

Thank you! We look forward to hearing from you soon.



www.GEDfest.ca

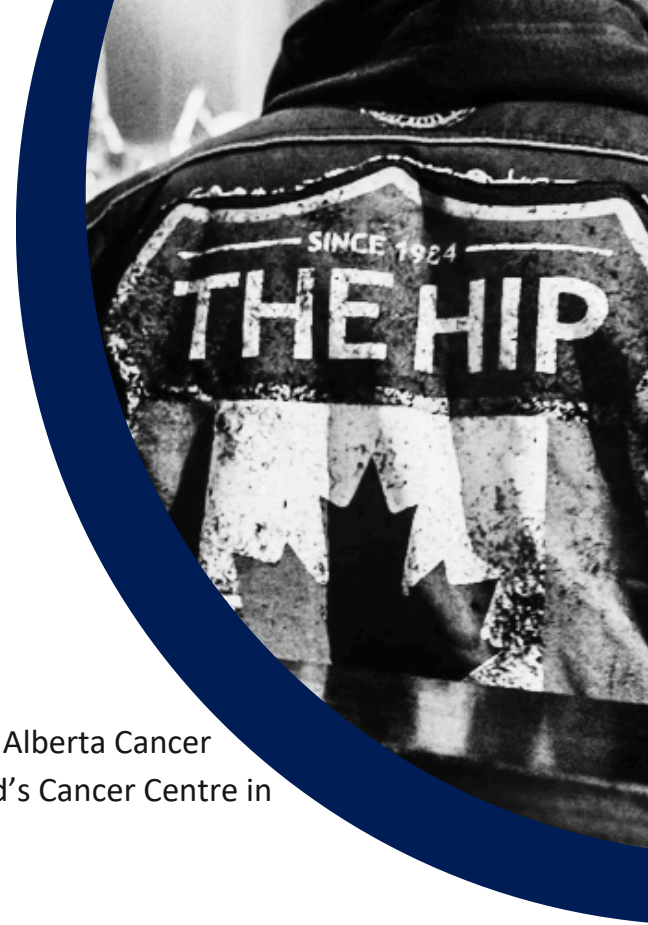


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About Us



How it all *started...*

- GEDfest was born in Calgary not long after Gord Downie's passing in 2017
- 2024 marks GEDfest's 7th event
- To date, GEDfest has raised over \$250,000 supporting the Alberta Cancer Foundation's OWN Cancer Campaign, and the Arthur J Child's Cancer Centre in Calgary and we feel like **WE'VE JUST BEGUN!**

GEDfest's Mission

Honour the life and legacy of Gordon Edgar Downie and the music of the Tragically Hip with friends and family while giving back to the community through the power of live music and charity

Our Secret Sauce



"Trickle Down"

Capturing the energy, musicality, and spirit of the late Gord Downie and the Tragically Hip, Trickle Down was born to headline GEDfest!



"Jesse Modz"

GEDfest host since year 2. We can't thank Jesse enough for his generous support and enthusiasm!



"BC / DC"

There are tribute bands, and then there's BC/DC. Remember the first time you believed in rock n' roll? BC/DC is ready to get the crowd **ROCKING!**



"Our Volunteers"

What can we say other than we have the **MOST** dedicated and talented volunteers around. Hey man, thanks!

GEDfest Guiding Principles

1

GEDfest celebrates the impact and significance the Tragically Hip had on Canadian Culture and the Arts

- GEDfest feels like a Canadian event

2

Making a difference in communities across Canada

- We support the fight against cancer at a grassroots level
- Goal is to have a GEDfest in every city across Canada on the same night
- Inspiring others to make a difference too

3

The goal of every GEDfest is to create an “unforgettable” night

- Every Tragically Hip concert we went to left us with a great memory
- GEDfest creates memories

4

Canadian Content at GEDfest

- We sing the national anthem and have Aboriginal recognition

5

Part of the cultural significance that the Tragically Hip imparted was the number of national tribute acts that their music spawned

Meet the team

GEDfest

Keith Dyck
Founder

“GEDfest is as much about keeping past Canadian memories alive as it is creating new ones. It gives us a reason to come together, play music and share some fun times with friends, while giving back to those affected by cancer in our local community. This is what makes me especially passionate about GEDfest”.



Julie Johnson
Co-Founder



Ian Martyn
Sales, Marketing &
Expansion



Testimonial

Jesse Modz

GEDfest Emcee and
CJAY92 Morning Host



"Gord Edgar Downie Fest (GEDfest) is an extraordinary celebration of the legendary musician's life. It's a night where fans come together to honor Downie's incredible legacy, reveling in the magic of his music through hands down the best Hip cover band in the country "Trickle Down". The atmosphere is electric, with performances that capture everything Gord Downie and The Tragically Hip strived to be. But beyond the music, there's a profound sense of purpose as well. Each year, the festival raises significant funds for important causes, embodying Downie's spirit of activism and compassion. Personally, I feel immensely proud to be a part of such a meaningful event year after year, knowing that we're not just celebrating a remarkable artist, but also making a positive impact on Canada and its battle against cancer."

- Jesse Modz, CJAY92 Morning Host and GEDfest Emcee

GEDfest



GEDfest 2024 Sponsorship Levels

4
Left

“Fireworks” VIP Table for 6

- 4 Tables Available
- Assigned seating for 6
- Elevated Mezzanine VIP Floor
- VIP Bar Access

\$1,500 /
Table

4
Left

“Grace, Too” Premium Standing View VIP Stage Left

- 4 Platinum Private Viewing Section Available for 8
- Premium View Overlooking Stage
- Elevated Mezzanine VIP Floor
- VIP Bar Access

\$2000 /
Section

4
Left

“Gift Shop” Premium Standing VIP Stage Right

- 4 Platinum Private Viewing Section Available for 8
- Premium View Overlooking Stage
- Elevated Mezzanine VIP Floor
- VIP Bar Access

\$2000 /
Section





VIP Sponsorship Levels

8
Left

“Music At Work”

Premium View VIP

Table for 6

- 8 Tables Available
- Premium View assigned seating for 6
- Elevated Mezzanine VIP Floor
- VIP Bar Access

\$2,500 /
Table

2
Left

“Fully Completely”

GEDfest Ultra VIP

Experience

- 2 - 30 person Ultra VIP Suites Available
- Event recognition by CJAY 92
- Recognition on Social Media and GEDfest website
- Private bar & Concierge
- and more!

\$10,000

2
Left

“Blow at High Dough”

BC/DC Meet & Greet

Band Experience

- 2 - 20 person VIP Suites Available
- Event recognition by CJAY 92
- Recognition on Social Media and GEDfest website
- Meet and Greet with BC/DC with professional photographer
- Private bar & Concierge

\$5,000



Supporter Form

Thanks for choosing to support GEDfest 2024!
Please fill the form below with your information .

Business : _____

Name: _____

Email: _____

Address: _____

Phone _____

Select level

Fireworks	Grace, Too	Gift Shop
Music at Work	Fully Completely	Blow at High Dough

What's your budget? Let us build a package that works for you

\$ _____



Our contacts



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