

June 26-28, 2026

ArtsWells Festival of All Things Art

Sponsorship Kit



*Partner with Island Mountain Arts
to Support*



**arts
wells**

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Photos by Joel Duntin unless otherwise specified



Island Mountain Arts, once home to the Hill Meat Market, has been a staple storefront on Pooley Street since 1988.

Who We Are

Island Mountain Arts (IMA) was established in 1977, and the Island Mountain Gallery opened in 1988. The school attracts students from throughout BC, and across Canada, while the Gallery exhibits the work of regional, provincial and national artists. In 2004, Island Mountain Arts created the ArtsWells Festival Of All Things Art, which is a multidisciplinary three-day arts and music festival held on the last weekend of June. The festival attracts upwards of 1000 artists and festivalgoers from across the country each year for workshops, visual art displays, live music and activities for kids. In 2014, Island Mountain Arts acquired the property at 4234 Sanders Avenue, monikered "The Nest" to serve as an affordable artist residence for artists visiting the community.

IMA's Mandate

Island Mountain Arts (IMA) serves artists, builds community, and stimulates and enhances artistic, cultural and economic development. We foster connection and expression through workshops, residencies, seminars, exhibitions and performance.

A culture of gathering, sharing and idea exchange permeates the programming that IMA has cultivated through the forty-nine years of its existence. IMA's programs aim to improve the artistic and financial well-being of artists, to increase respect and appreciation for art and artists, and to integrate culture into all possible areas of society.

Here, seeds of ideas, concepts, and relationships are planted. They go on to flourish within and beyond the district limits of Wells.

The Festival

The ArtsWells Festival of All Things Art is the multi-disciplinary embodiment of IMA's mandate. It is as much a showcase for Wells as it is for a broad spectrum of artists from diverse backgrounds working in diverse mediums. A single weekend can feature over **80 events**, with musicians and artists coming from across the country to participate.

Our programming presents emerging and established artists from BC and beyond, across all genres and artistic disciplines. Over three days on the territory of the Lhtako Dene Nation, Dakelh and Secwépemc traditional land use area, we plan to gather between **800 and 1100 folks** in the town of Wells. This number reflects the feedback our organization received during our sabbatical (2020-2024) through a self-generated survey.

The Festival is an offering to build authentic connections in a short window of time: Connecting artists to each other, connecting audiences to experiences and connecting everyone to the land in the way that only rural spaces can.

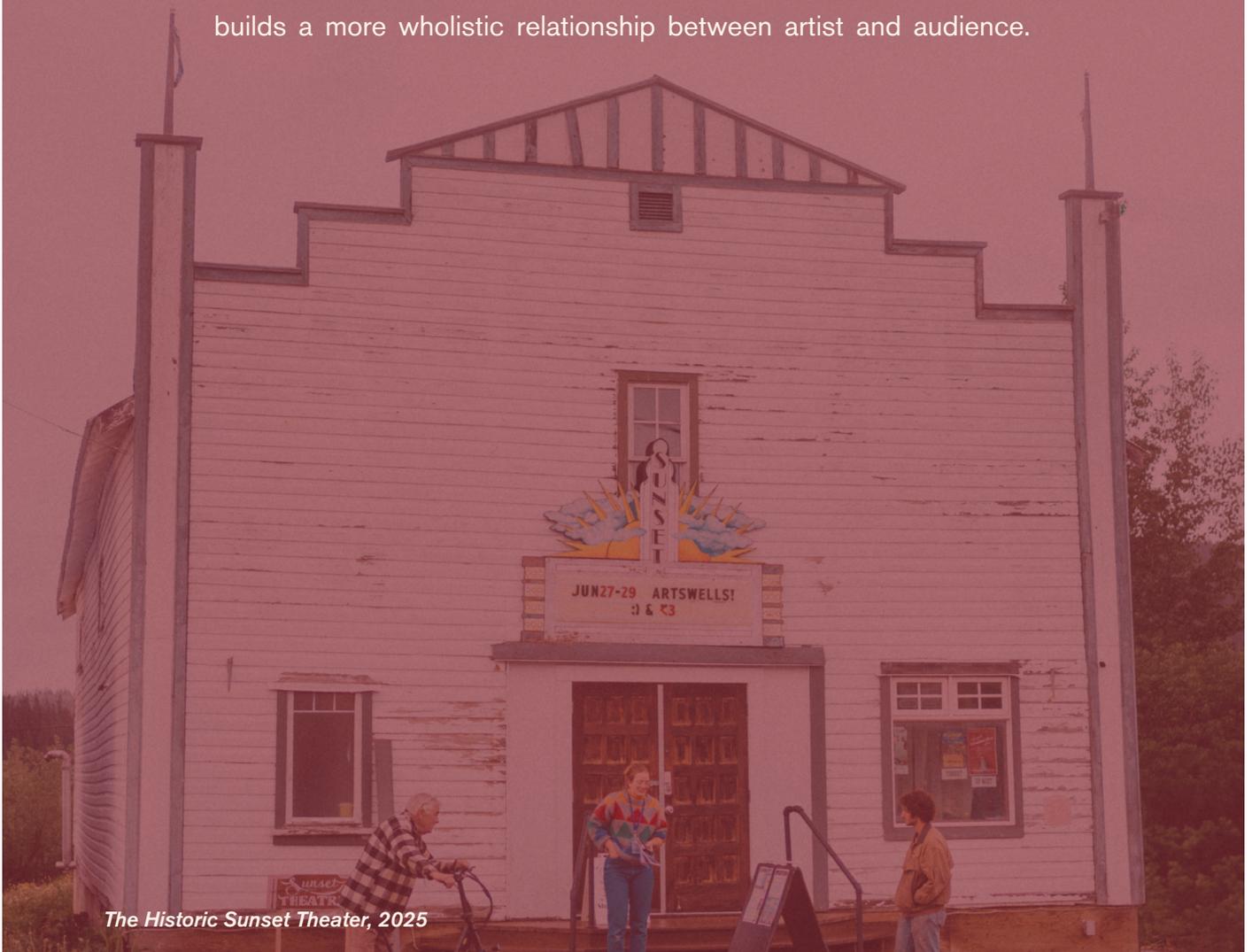


*Major Funk (YT)
in the Wells Community Hall, 2025*

The Experience & The Location

Island Mountain Arts is located in Wells, BC on the territory of the Lhtako Dene Nation, Traditional land-use area of the Secwépemc and Dakelh. A scenic and historically rich area of British Columbia, it is approximately one hour east of Quesnel, and eight kilometres from the historic town of Barkerville (site of the 1862 Cariboo Gold Rush). It is equal-distance from both Vancouver and Edmonton, which are about 800km away. Wells itself is a former mining town (current population: 215), dating back to the 1930s. The magnificent Cariboo Mountain setting, remote location and inexpensive accommodation makes Wells an ideal location to experience the richness of BC's arts and culture.

ArtsWells uses historic buildings such as the Community Hall, the Sunset Theatre and SARRAS as primary venues through the weekend. This fosters an intimate environment in which audiences can experience a deeper immersion with local and visiting artists, which builds a more wholistic relationship between artist and audience.



The Historic Sunset Theater, 2025

Festival Advertisement Timeline

The Poster

In 2026, our Festival Poster Artist is Wells-based artist Lindsay Kay (lindsaykayart.com) All sponsors Crow tier and above get their logo on the poster. The first version of the Festival Poster will be released at the end of March/beginning of April. We distribute over 300 posters throughout the province of BC.

The Program

Our Festival Program goes to print 3 weeks before the festival. **All advertisements for sponsors Crow tier and above are due no later than end-of-day June 2nd, 2026.** All ads are in black and white unless otherwise written in your contract!



Our Audience

ArtsWells hosts families, both blood and chosen. Our audience comes primarily from Quesnel (Cariboo) and Prince George (Fraser Fort-George), with reach throughout the lower mainland, the Kootenays, Alberta, and in Ontario and Quebec. We also work to create multiple opportunities for artists to be in community with each other, as well as opportunities for everyone to flex their creative side.

Social Media: By The Numbers

IMA Facebook: 2.6k Followers

IMA Instagram: 2k Followers

ArtWells Facebook: 8.2k Followers

ArtsWells Instagram: 4.5k Followers

During peak seasons (May - September) we have between 3 and 7 posts weekly on our accounts. Our Organization produces and distributes over 1000 posters each year in Wells, Barkerville, Quesnel, Williams Lake and Prince George. We have a newsletter with over 4,000 subscribers.

Want to do something cool during the fest? Product give-aways? Activations?

Get in touch with us at artswellsfestival@imarts.com

Sponsorship Tiers

Sponsorship is an awesome way to show your support for the ArtsWells Festival, with added benefits of tickets, discounts, marketing and branding opportunities and much more! Want to find out what a sponsorship could do for you? Send us an email at artswellsfestival@imarts.com or give us a call at 250 994 3466

Chickadee

Under \$1000

Your sponsorship could support:

- ✿ An eco-friendly festival through the purchase of sustainable materials (water stations, toilets, paper plates, power sources)
- ✿ Supplies for an on site workshop



Sponsor receives:

- Logo In Festival Program
- 1 Instagram Post
- 1 Facebook Post

Crow

+ \$1000

Your sponsorship could support:

- ✿ The cost of our artists
- ✿ Marketing/promotional costs
- ✿ Equipment rentals

Sponsor receives:

- Logo In Festival Program
- 2 Instagram Posts
- 2 Facebook Posts
- Logo On ArtsWells Festival Website
- Logo On Poster
- Emcee Mention
- Hashtag Top 23
- 2 Weekend Passes
- 2 After Party Entries



Stellar Jay

+ \$3 000

Your sponsorship could support:

- ✿ The cost of our artists, shuttles
- ✿ A safe and clean campground for festival attendees
- ✿ The insurance/permits that make the festival possible

Sponsor receives:

- Logo In Festival Program
- 3 Instagram Posts
- 3 Facebook Posts
- Logo On Festival Website
- Logo On Poster
- Emcee Mention
- Hashtag Top 13
- 4 Weekend Passes
- 4 After Party Entries



Owl

+ \$6000

Your sponsorship could support:

The cost of our artists, our staff and our venue fees! Remember, this sponsorship tier gives businesses naming rights on one of our festival stages!



Sponsor receives:

- Logo In Festival Program
- 5 Instagram Posts
- 5 Facebook Posts
- Logo On Artswells Festival Website
- Logo On Poster
- Emcee Mention
- Hashtag Top 6
- 6 Weekend Passes
- 6 After Party Entries
- Naming Rights On 1 Stage

Hummingbird

+ \$15,000

Your sponsorship could support:

A generous sponsorship like this one, can support the festival in almost every capacity. This includes artist fees, venue fees, stage builds, staff salaries, permits, volunteer meals and everything in between!



Sponsor receives:

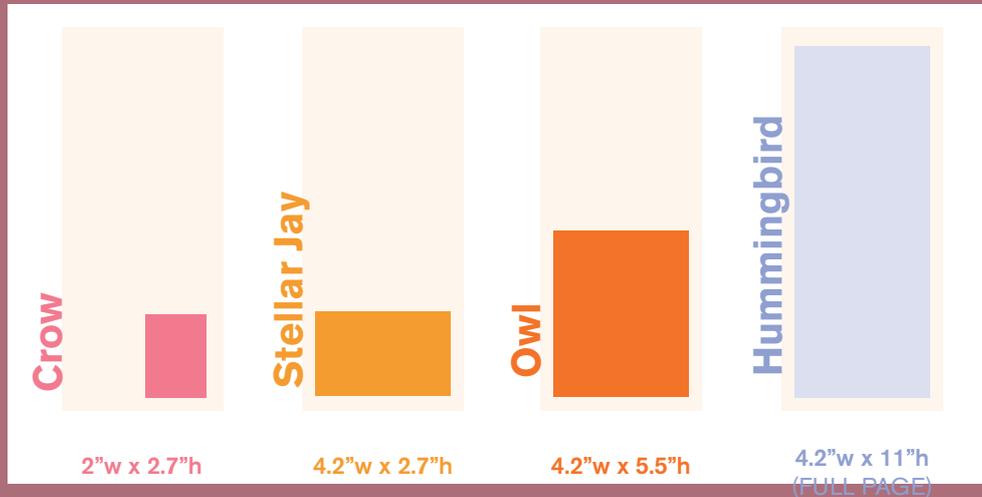
- Logo In Festival Program
- 5 Instagram Posts
- 5 Facebook Posts
- Logo On Artswells Festival Website
- Logo On Poster
- Emcee Mention
- Hashtag First After #Artswells
- 10 Weekend Passes
- 10 After Party Entries
- Naming Rights On Stage Banner

Sponsorship not right for you? Island Mountain Arts is a registered charity. We take all kinds of donations - money, items, or time!

To donate, go to www.canadahelps.org/en/charities/island-mountain-arts-society or reach out to us directly by email at info@imarts.com or by phone at 250 994 3466

Marketing

Ad Sizing in Program:



Marketing Reach:

- ✿ ArtsWells has over **4500** followers on Instagram; **8,000** on Facebook
- ✿ ArtsWells will have a radio campaign leading up to the festival on **Cariboo Country/ The GOAT**
- ✿ Posters featuring sponsor logos around all major centres within the Cariboo

Visibility During ArtsWells:

- ✿ *ArtsWells 2026* expects to sell **600- 900** tickets
- ✿ **600** programs to be printed during the festival featuring sponsor logos and ads digital distribution
- ✿ 2026 ticket sales project attendees from across **Canada**
- ✿ **Owl + Hummingbird** tiers offer stage naming rights

Interested in coming on board as a sponsor, or curious to know more? Reach out to Festival Director Elyssia Sasaki for more information.

Email: artswellsfestival@imarts.com

Office: **250 994 3466**

Cell: **647 332 1652**

Let's Connect