

THE
JUVENIS
FESTIVAL

BLUE CANOE



**2022 PARTNERSHIP
PACKAGE**

ABOUT THE FESTIVAL

The Juvenis Festival is Kingston's Youth Arts Festival, one of only two youth arts festivals in all of Canada! Juvenis showcases the talented YGK youth of ages 13 to 30.

Juvenis gives young people an opportunity to act, sing, dance, perform, and showcase their artistic talents, as well as take free workshops to build on their interests and skills in the arts. Those involved in this festival are 30 and under, including paid staff positions, participants and volunteers. While our workshops are only open to youth, we invite community members of all ages to take in Juvenis productions and events!



American Idiot 2019

ABOUT THE FESTIVAL

Vision

For youth to have a safe and creative space to inspire the community and generate a vibrant future for the arts.

Mission

The Juvenis Festival provides a platform for youth in the Kingston area to participate in the arts and for the community to engage with the invaluable contribution of young artists.

Mandate

The Juvenis Festival generates opportunities for youth aged 30 and under of varying experience levels to develop their skills in the arts and showcase their work. We maintain Blue Canoe's focus on arts education and youth-led arts presentations while emphasizing professional development, process-based learning and experimentation.



Legally Blonde: The Musical 2018

PROJECTS AND EVENTS

All projects are free for youth to participate in. During the festival, all ages are welcome to attend the showcases and performances. Projects and events will vary year to year depending on what events Kingston youth pitch for the festival as part of our Youth Project Leader Program. This keeps the festival relevant to youth and gives participants the opportunity to create the events they want to see in the community.



Staple Events Include:

- Adult musical
- Teen Musical
- Arts Career Expo
- Battle of the Bands
- Dance showcase
- Juvenis Art Gallery
- Juvenis Film Challenge
- Skill-builder Workshop Series

TESTIMONIES

“ Through our close partnership with Blue Canoe we have seen first-hand the impact the Juvenis Festival has on youth in the community. ”
-Kingston Frontenac Public Library

“ Being a part of the Juvenis Festival has given me many opportunities to get more involved in the arts community. I also have improved my leadership skills and made some great connections with others along the way! ”
-Emma Detomasi, Youth Project Leader 2021

“ I am very grateful to have been a part of the Youth Project Leader Program! I was able to improve my leadership, networking, and communication skills while having full creative freedom over my own artistic project. ”
- Youth Project Leader, 2021



PARTNERSHIP PROGRAM

Community partnerships are one of the pillars of the festival. Our mission goes beyond engaging youth by providing them with opportunities to continue participating in the Kingston community. We are grateful to be able to host this festival in such a vibrant city and we love working with others who make it such a wonderful place to be in!

We have created a partnership program to collaborate with local businesses and community groups. The following will outline the different types of partnerships and what they each entail.



Types of Partnerships:

1. Marketing Partnership
2. Co-Production Partnership
3. Program Delivery Partnership
4. Non-Monetary Contributions

1. MARKETING

Blue Canoe has a partnership program that involves a commitment to sharing our posts on a bi-weekly or monthly basis to your accounts during 4 designated months. In return, we will share a series of posts about your business/organization on our website, newsletters and social media platforms.

For more information on this option, we would be happy to share an additional package with you that is specific to this program.



A Funny Thing Happened on the Way to the Forum

2. CO-PRODUCTION

This option would involve us pooling resources to deliver an event or workshop. For example, if you were interested in helping us run a painting workshop, one could supply the materials while the other would pay the artist fee. Terms for this partnership are flexible and we can conduct a meeting to sort out the specifics. Your business/organization would also receive recognition as the co-producer of this event. These events tend to be free of charge though a revenue sharing plan would need to be discussed if any fees are charged to participate in the event.



3. DELIVER PROGRAMMING

If you have an existing program or an idea for an event that you would like to offer in a youth setting, there is the option to include it as part of our festival lineup. This allows for our audience to learn more about your offerings and make them aware of any opportunities you have coming up. For example, if you offer dance classes and are looking to attract more students, you can offer a class as part of the festival. These events tend to be free of charge, though there is potential to earn revenue. Please note, that we may need to discuss shared revenue depending on whether we supply any additional resources.



4. NON-MONETARY CONTRIBUTION

Though monetary contributions are taken into account under sponsorship, we consider non-monetary contributions as partnerships. Examples of this include use of space, equipment lending, etc.

As a thank you for your contribution, you would receive:

- A thank you in the program under the event you are supporting
- Your logo would be posted on our website
- A mention during the event
- Your logo added to the event poster/graphic



CONTACT US

Have questions or are interested in partnering with us? Email maya.meyerman@bluecanoetheatrical.ca



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