



SUMMER SOLSTICE INDIGENOUS FESTIVAL

presented by

RioTinto

2023 MARKETING REPORT

CELEBRATING CANADIAN INDIGENOUS HERITAGE,
CONTEMPORARY CULTURE, ART, AND COMMUNITY

SUMMERSOLSTICEFESTIVALS.CA



CGT TABULATING 2017
1624
#RPT23

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MESSAGE FROM FESTIVAL PRODUCER

Every year, our mission is to provide fresh and innovative programming with authentic and education experiences for all Canadians to learn, celebrate and appreciate Canada's diverse Indigenous peoples and cultures. It is an honour to be able to continue to host the Summer Solstice Indigenous Festival (SSIF) and bring together and support Indigenous artists, performers, educators, students and community members.

Now in its 27th year, SSIF in 2023 was fully live and once again presented at our new home, Mādahòki Farm. The Competition Pow Wow drew participants from all across North America with a chance to win over \$75,000 in prizes. Education Days, SSIF's dedicated programming for Ottawa-area school children, saw over 3,000 students and teachers from 42 schools attending on-site over two days to learn about Canada's First People's.

We were also very excited to welcome back the Summer Solstice Indigenous Music Awards (SSIMAs), presented by TD Bank Group, live at the National Arts Centre on June 6. Sarain Fox hosted the event with nominees in 15 categories and performances by Joel Wood, Plex, Aysanabe, Indian City and Andrea Menard. The show was streamed live from Ottawa on Facebook and YouTube, and telecast by more than 100 Rogers TV stations on June 21, reaching a potential 7,000,000 households.

National Indigenous Peoples Day was celebrated with live performances and a Drone Show, presented by Indigenous Tourism Ontario. Two hundred drones lit up the sky sharing the intimate story of Mewinzha, told in English and Anishinaabemowin by Elder and language keeper Barbara Nolan.

This year's SSIF was unfortunately cut short due to worsening air quality in Ottawa, resulting in Competition Pow Wow and outdoor activities on the last day being cancelled, subsequently affecting the number of participants for this year's festival. Despite the shortened festival, we received positive feedback from attendees and participants.

We are incredibly grateful for the support we have received from our funders, corporate community and NIPD Committee without which the festival wouldn't be able to operate and provide the quality programming that our audiences have come to learn from and enjoy.



Miigwetch!

Trina Mather Simard,
Executive and Artistic



ABOUT THE FESTIVAL

Summer Solstice Indigenous Festival [SSIF] is a free, family-oriented event that truly represents the cultural diversity of our urban indigenous community, with the full participation of First Nations, Métis and Inuit artists from all disciplines and regions of Canada in celebration of National Indigenous Peoples Day [NIPD]. Recognised as an Indigenous arts event with national significance, the festival proudly presents a world-class showcase reflective of the diversity within our culture.



OUR ANNUAL OBJECTIVES

- Invite all Canadians to share in the celebration of our rich Indigenous arts, culture and heritage as part of National Indigenous Peoples Day;
- Promote, preserve and advance the artistic talents of the Indigenous community, by bringing together both emerging and professional artists, together with community youth, elders and traditional knowledge keepers from across Canada and presenting their work to a large and diverse audience each year;
- Create economic opportunities for Indigenous artists, entrepreneurs, and small businesses through a large-scale festival with significant tourism draw and audience engagement; and
- Support all Canadians' journey to reconciliation by providing a platform for educational, informative and authentic interactions between Indigenous and non-Indigenous Canadians



2023 HIGHLIGHTS

The 2023 festival returned with fully live events spanning the month of June. Programming included:

- Summer Solstice Indigenous Music Awards (SSIMAs) at the National Arts Centre, celebrating excellence, artistic voice & legacy in the Indigenous community
- In-person celebration of National Indigenous Peoples Day (NIPD)
- Drone show on NIPD featuring 200 drones sharing the intimate story of Mewinzha
- Elevated picnic experience curated by Tawnshi Charcuterie
- Competition pow wow with over \$75,000 in prizes, which attracted participants from across North America
- Celebration Stage that featured musicians, filmmakers, and comedians
- Educational programming for students, teachers and parents
- Creative workshops and picnics at the farm
- Fun-family activities such as meeting the Ojibwe Spirit Horses, farm play and walking the Legacy Trail
- Off-site partner events with the NAC, Canadian Museum of History, Canadian Museum of Nature and Assembly of Seven Generations (A7G)



NATIONAL INDIGENOUS PEOPLES DAY (NIPD) COMMITTEE

Summer Solstice Indigenous Festival is produced by Indigenous Experiences on behalf of the National Indigenous Peoples Day [NIPD] Committee, which comprises of representatives from national Indigenous organisations:



MNC - Métis National Council
2023 Festival Host



National Association
of Friendship Centres

The National Association of
Friendship Centres



AFN - Assembly of First Nations



Native Women's
Association of Canada
L'Association des
femmes autochtones
du Canada

NWAC - Native Women's
Association of Canada



CAP - Congress of Aboriginal
Peoples



Crown-Indigenous Relations
and Northern Affairs Canada
Relations Couronne-Autochtones
et Affaires du Nord Canada

CIRNAC – Crown-Indigenous
Relations & Northern Affairs
Canada

FESTIVAL TEAM

A small and dedicated staff from Indigenous Experiences delivered the festival with support from contracted specialists:

Trina Mather Simard

[Indigenous Experiences]
Artistic Producer
and Executive Director

Linda Sarazin

[Indigenous Experiences]
Finance and Operations
Director

Stephanie Sarazin

[Indigenous Experiences]
Artistic and Experience
Director

Leanne Vance

[Indigenous Experiences]
Programming Manager

Jacky Bell

Partner & Vendor Registrations
and Virtual Marketplace Operations

Denis Guertin

*[AMP Associated Marketing
Professionals]*
Sponsorship Director

Karen Wood

[KOWPR]
Marketing Director



2023 BY THE NUMBERS

7,000,000+
SSIMAS LIVE & BROADCAST AUDIENCE

603,000,000+
TOTAL EARNED MEDIA
IMPRESSIONS SERVED

27
COMMUNITY PARTNERSHIPS

6
INDIGENOUS COMMUNITY GRASSROOTS
CELEBRATIONS SPONSORED

128
PICNIC PARTICIPANTS

74,000+
FESTIVAL PARTICIPANTS*

11,639,931
TOTAL MARKETING REACH
[EXCLUDING EARNED MEDIA]

316,000+
SOCIAL MEDIA REACH & IMPRESSIONS

235
SOCIAL MEDIA POSTS

340
INDIGENOUS ARTISTS
& PERFORMERS

3,512
EDUCATION DAY REGISTRANTS

160
POW WOW PARTICIPANTS

304
VOLUNTEERS

1,240
VOLUNTEER HOURS

*Due to tornado warnings and air quality in Ottawa, the festival was shortened from 3 days (excluding Education Days) to 2 days of programming. This greatly impacted the total number of festival attendees as many events that usually attract thousands of participants in past years were cancelled.



PROGRAMMING



INDIGENOUS DAY CELEBRATION

Presented by Indigenous Tourism Ontario



EDUCATION DAYS

Presented by BMO Financial Group



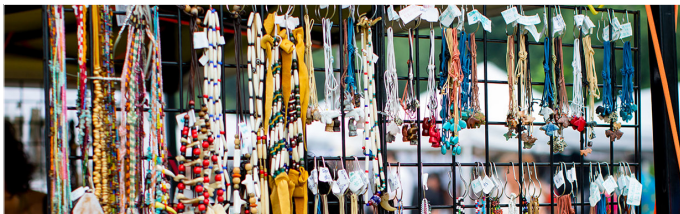
COMPETITION POW WOW

Presented by CN Railway & Canada Deposit Insurance Corporation



CULINARY EXPERIENCES

Presented by TD Bank Group & Indigenous Tourism Ontario



MĀDAHÒKÌ MARKETPLACE

Presented by Export Development Canada



CELEBRATION STAGE

Presented by OLG



FAMILY FUN ZONE & OJIBWE SPIRIT HORSES

Presented by Green Shield Canada & Donna Cona



THE SSIMAS (INDIGENOUS MUSIC AWARDS)

Presented by TD Bank Group



CREATIVE WORKSHOPS



STORYTELLING STAGE

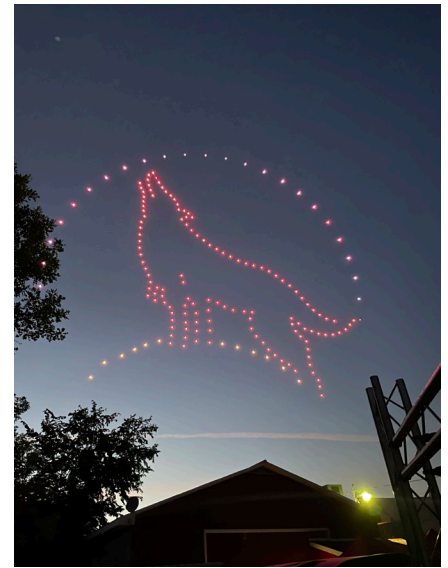
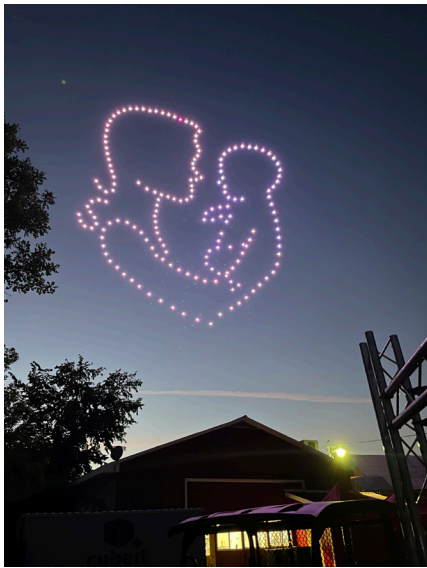


INDIGENOUS DAY CELEBRATION

Presented by Indigenous Tourism Ontario

On June 21, National Indigenous People's Day was celebrated at the farm with performances by Brad Lafortune, Niego Aasivak Inuit Throat Singers and Indigenous Experiences very own pow wow dancers.

In the evening, Rae-Anna Whiteduck welcomed festival attendees to the Algonquin Territory. The traditional welcome was followed by a spectacular Drone Show of 200 drones that lit up the sky sharing the intimate story of Mewinzha, a creation story to guide each individual's pathway to Truth and Reconciliation. Colleen Nolan, daughter of Storyteller, Elder, and language keeper Barbara Nolan, opened the evening and graciously provided the Mewinzha story in English and Anishinaabemowin.



EDUCATION DAYS

Presented by BMO Financial Group

Education Days invites schools in the Ottawa area for interactive on-site learning opportunities that ignites passion, instills cultural pride and fosters a wider appreciation in First Peoples of Canada.

This year, a total of **3,512 students and teachers from 42 schools** participated in Education Days at the farm on June 22 and 23. Programming included workshops, demonstrations and teachings of Indigenous creative arts, Inuit games, traditional/contemporary Indigenous dancing and singing performances, and author readings.

PROGRAMMING

- **Pow Wow Demonstration**
- **Métis Games**
with Hank Rowlinson
- **Inuit Throat Singing and Métis Jig**
- **Ojibwe Spirit Horse Colouring & Stories**
with Rhonda Snow
- **Métis Floral Mural**
with Jaime Morse



COMPETITION POW WOW

Presented by CN Railway & Canada Deposit Insurance Corporation

The Competition Pow Wow is the heart of SSIF. Following its immense popularity in previous years, the pow wow took place at Mādahōki Farm on June 24 & was scheduled for June 25, with over \$75,000 in prize money. Historically the competition attracts more than 300 participants over the two days. However, due to worsening air quality in Ottawa, the last day of the Competition Pow Wow was cancelled, affecting the overall festival programming and participants.

HIGHLIGHTS

- 6 categories & 5 age groups
- 160 participants
- Over \$75,000 in prize money



CULINARY EXPERIENCES

Presented by TD Bank Group & Indigenous Tourism Ontario

During the festival, culinary offerings by Mādahōki Farm's resident chefs Trudy Metcalfe-Coe and Paul Owl included bannock pizza, Indian tacos and traditional teas. Métis Chef Jenni Lessard hosted a workshop to create meals consisting of traditional Métis comfort soup, spruce tip butter and muskeg tea with lake mint. An elevated picnic experience curated by Tawnshi Charcuterie was also first at the festival.



ELEVATED PICNIC EXPERIENCE

TAWNSHI CHARCUTERIE



CULINARY WORKSHOP

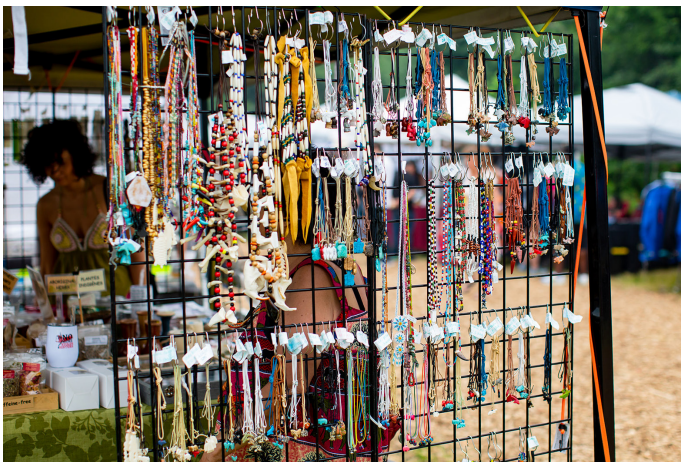
CHEF JENNI LESSARD



MĀDAHÒKÌ MARKETPLACE

Presented by Export Development Canada

The on-site Mādahòkì Marketplace is one of the biggest attractions of SSIF and complements the online store. With **100 Indigenous vendors**, SSIF continually seeks to engage emerging makers and their unique products.



CELEBRATION STAGE

Presented by OLG

Celebration Stage was the place to be for live performances featuring SSIMAs-winning musicians, local Métis and emerging talent, Indigenous theatre and cultural showcases.



PERFORMERS

- MÉTIS DANCER BRAD LAFORTUNE
- NIEGO AASIVAK INUIT THROAT SINGERS
- INDIGENOUS EXPERIENCES POW WOW DANCERS
- MÉTIS JIG DANCERS PRAIRIE FIRE
- WORLD CHAMPION HOOP DANCER SCOTT SINQUAH
- AALLA (STRANGER)
- TARNIRIIK INUIT THROAT SINGERS
- MISTRESS OF MAGIC CHANELLE MUNROE
- MÉTIS HYPNOTIST SCOTT WARD
- OMÉIGWESSI ENSEMBLE
- AMANDA RHEAUME



FILM SCREENING WITH WAPIKONI

Wapikoni mobile's mission is to promote the expression of First Nations, Inuit and Métis people through film and music creation and the dissemination of these works. On June 24 at 9pm, *A New Beginning* was screened, and on June 24 at 2pm and June 25 at 1pm, festival attendees watched *Create Your Healing*.



FAMILY FUN ZONE & OJIBWE SPIRIT HORSES

Presented by Green Shield Canada & Donna Cona

Our Family Fun Zone had various fun activities and educational resources for the whole family. Farm play, rock climbing, paddle boats, Mādahōki Farm's herd of the rare and endangered Ojibwe Spirit Horses and new to the farm this year - Jed the Mechanical Bull!



SSIMAS – SUMMER SOLSTICE INDIGENOUS MUSIC AWARDS

Presented by TD Bank Group

The biannual SSIMAs held its first live production at the NAC on June 6 and was livestreamed on Rogers' YouTube channel. The awards show was also re-broadcast across more than 100 Rogers TV stations nationwide, as well as displayed in the Royal Ontario Museum on June 21 (National Indigenous Peoples Day).

The music awards celebrate Indigenous artists from across Canada and the world by showcasing the diverse and growing music and culture of Indigenous artistic expression and accomplishment.



SSIMAS HIGHLIGHTS

- 225 entries
- 16 categories - including Musical Legacy
- 69 nominees
- 48 jurors
- 47 presenters & performers



WINNERS

- **RECORDING ARTIST(S) OF THE YEAR**
Snotty Nose Rez Kids
- **INUIT ARTIST / GROUP OF THE YEAR**
Beatrice Deer
- **POP / ALTERNATIVE/ ROCK ALBUM OF THE YEAR**
Aysanabee - Watin
- **MÉTIS ARTIST / GROUP OF THE YEAR**
Andrea Menard
- **RAP / HIP HOP / ELECTRONICA ALBUM OF THE YEAR**
Snotty Nose Rez Kids - I'M GOOD, HBU?
- **COUNTRY ALBUM OF THE YEAR**
Jim Jacobs - That's The Way It Goes
- **ROOTS ALBUM OF THE YEAR**
Blue Moon Marquee - Scream, Holler & Howl
- **RADIO SONG SINGLE OF THE YEAR**
Logan Staats - Deadman
- **LIVE MUSICAL PERFORMANCE OF THE YEAR**
Blue Moon Marquee - Long Black Train
- **MUSIC IN THE ARTS**
Kaeley Jade - A Broken Heart [Remembers the Breaking]
- **ARTISTIC VIDEO**
Aysanabee - We Were Here
- **RISING STAR**
Aysanabee
- **POW WOW / HAND DRUM / FIDDLE / INSTRUMENTAL ALBUM OF THE YEAR**
Joel Wood - Mikwanak Kamôsinat
- **INTERNATIONAL INDIGENOUS ARTIST / GROUP RECORDING OF THE YEAR**
Solju
- **SOCIAL VOICE**
Digging Roots
- **MUSICAL LEGACY & CONTRIBUTION**
Vince Fontaine



CREATIVE WORKSHOPS

For this year's Creative Workshops, participants had the opportunity to create Indigenous arts and crafts, like the floral community art project, Métis beading or medicine bags, while enjoying live performances at the festival.

WORKSHOPS & DEMONSTRATIONS

- **Interactive Métis Floral Community Art Project**
with Jaime Morse
- **Métis Beading**
with Marissa Magneson
- **Medicine Bags**
with Makatew Workshops
- **Inukshuk Building**
with Aalla [Stranger]
- **Birch Bark Wigwam & Canoe Building**
with Pinock
- **Colouring Mural**
with Métis artist Rhonda Snow



STORYTELLING STAGE

Festival attendees were able to listen and experience Indigenous culture through storytelling, author's readings, and oral histories with Rhonda Snow and Sunshine Tenasco, as well as be among the first to hear exciting business ideas from Indigenous entrepreneurs at Pow Wow Pitch.



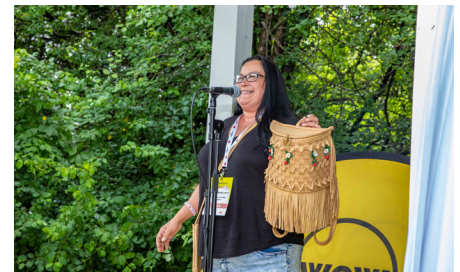
NATIVE PONY STORIES
RHONDA SNOW



READING OF NIBI'S WATER SONG
SUNSHINE TENASCO

POW WOW PITCH

Pow Wow Pitch is a pitch competition for Indigenous entrepreneurs across Turtle Island to shine the spotlight on Pow Wow vendors, artists, business builders and innovators from all backgrounds and industries, whether just starting or looking to grow to the next level.



OFF-SITE PARTNER EVENTS

The festival partnered with local organizations to present Indigenous cultural events and attractions city-wide to extend the reach of Indigenous programming to an even bigger audience.



- **Byward Market**
SSIMAs Music Showcase
Summer Solstice Fashion Show
Indigenous Night Market
- **Canadian Museum of History**
Mādahòki Live Performance
- **Canadian Museum of Nature**
Wolves Stencil Art Workshop
Birch Bark Crafting Demonstration



SPONSORS & PARTNERS

FESTIVAL SPONSOR

RioTinto

SSIMAS PRESENTING SPONSOR



PRESENTING SPONSORS



Culinary Programming



Celebration Stage



Education Days



Competition Pow Wow



Competition Pow Wow



National Indigenous People's Day

PROGRAM SPONSORS



PROGRAM PARTNERS



OFFICIAL MEDIA SPONSORS



CATEGORY SPONSORS



SUPPORTING PARTNERS



GOVERNMENT FUNDERS & PARTNERS



The Canada Council for the Arts | Le Conseil des Arts du Canada



MARKETING STRATEGY

Digital content, such as social media posts, newsletters and videos were utilised to promote this year's festival, engage audiences and drive traffic to the website for more information about the festival and programming.

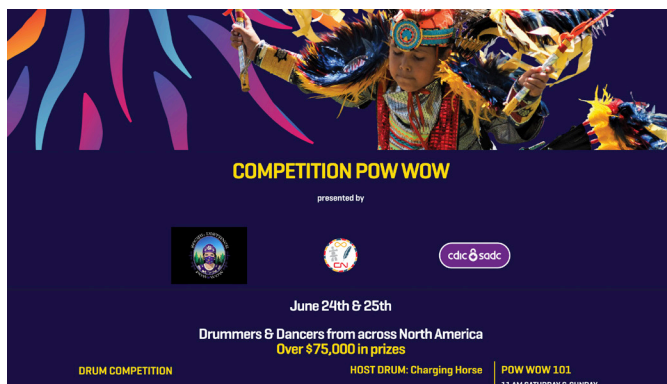
Owned, paid, shared and earned media outlets were also used alongside the digital content to reach a wider national audience. Through these channels, key cultural messages and programming were promoted and associated sponsors were shown our appreciation.

DIGITAL CONTENT

WEBSITE

www.summersolsticefestivals.ca was the main point of entry for the festival, featuring all information about programming as well as the SSIMAs nominees and winners. The website received a total of **39,467 users** and **211,593 views** in the 6 weeks leading up to the festival.

The festival sponsor logo appeared in the footer of every webpage and all sponsors were highlighted in a scrolling footer that was visible on every webpage as well. A dedicated **Proud Partners** subpage was also created to showcase each and every sponsor and partner.



Summer Solstice Festivals are produced by Indigenous Experiences on behalf of the National Indigenous Peoples Day Committee (NIPD) comprising the following organizations representing Indigenous communities across Canada. Each year one of these partner organizations takes a lead role in presenting the festival and correspondingly, programming shines a brighter spotlight on their community and culture.



MNC
MÉTIS NATIONAL COUNCIL
The Métis emerged as a distinct Indigenous people and nation in the historic Northwest during the late 18th century. The historic Métis Nation homeland encompasses the Prairie Provinces of Manitoba, Saskatchewan and Alberta and extends into contiguous parts of Ontario, British Columbia, the Northwest Territories, and the northern United States. In 1870 the Métis Provisional Government of Louis Riel negotiated the entry of the Red River Settlement into Confederation as the Province of Manitoba. The Métis Nation is represented at the national and international levels by the Métis National Council.



Availability (each spot is one hour):

- Wednesday, June 21: 6 spots at 4 PM | 5:30 PM | 7 PM
- Saturday, June 24: 6 spots at 11 AM | 12:30 PM | 2 PM | 3:30 PM | 5 PM | 6:30 PM
- Sunday, June 25: 6 spots at 11 AM | 12:30 PM | 2 PM | 3:30 PM

Cost:

- Private Picnic Spot + 2 Individual Charcuterie Boxes + 2 Zibibis Nibi Waters: \$140
- If there will be more than 2/3 people joining you for your VIP picnic experience, you can buy additional charcuterie boxes.



Upcoming Events

- 21 11:00 am - 5:00 pm
Off-Site Event: Summer Solstice Fashion Show
- 21 3:00 pm - 8:00 pm
Indigenous Day Celebration: Interactive Stations & Demonstrations
- 21 4:00 pm - 5:00 pm
Indigenous Day Celebration: Medicine Bag with Makatew Workshops
- 21 4:30 pm - 8:00 pm
Indigenous Day Celebration: Ojibwe Spirit Horses
- 21 4:00 pm - 8:00 pm
Indigenous Picnic

[View Calendar](#)



ROGERS TELECAST OF THE SSIMAS BY TD BANK GROUP

The SSIMAs was livestreamed on the Rogers YouTube channel on June 6 and re-broadcast on June 21 in **more than 100** Rogers TV stations nationwide, reaching a potential **7,000,000 households** each time.



MAILCHIMP

The festival, as well as programming updates and SSIMAs news, was announced and promoted through 15 newsletters sent out between March 24 to June 25 to a subscriber base of **25,000+ subscribers**. Each newsletter included sponsor logos and co-branding. At this time, the subscriber base grew **66%**.

Bring Your Curiosity and Creativity To Our Make & Take Workshops & Demos



INTERACTIVE MÉTIS FLORAL COMMUNITY ART PROJECT with Jamie Morse

Saturday, June 24th: 10AM to 7PM | Sunday, June 25th: 10AM to 5PM
Free to participate | No Registration

MAKE & TAKE MEDICINE BAGS

with Makatew Workshops

Wednesday, June 21: 4PM | Saturday, June 24th: 11AM & 3PM | Sunday, June 25th:
11AM & 3PM

Cost: \$20 per kit

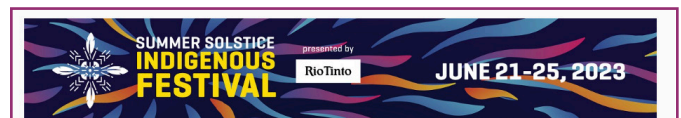
pre-registration required (sold on site if any remaining)

MĀDAHÒKÌ

(share the land)

Experience Authentic Indigenous Culture

4420 West Hunt Club Road, Ottawa, ON
Summer Marketplace Hours
Open daily from 11:00 am - 6:00 pm
madahoki@indigenous-experiences.ca



Summer Solstice Indigenous Festival @ MĀDAHÒKÌ FARM

June 24 + 25

FREE ADMISSION

NO PUBLIC ON-SITE PARKING DURING FESTIVAL WEEKEND

[ALL PARKING & TRANSPORTATION INFO HERE](#)

Plan Your Festival Weekend So Much to See + Do!



ORGANIC SOCIAL MEDIA

Leading up to and throughout the course of the festival, **235 pieces of organic content** were generated and shared on Facebook, Instagram and Twitter. Among the content produced were programming highlights graphics and a promotional video. Hashtags and account-tagging of sponsors and artists/performers were also utilised to further broadcast the festival.



Facebook

Reach: **265,329**
Followers: **16,730**



Instagram

Reach: **13,320**
Followers: **4,080**



Twitter

Impressions: **37,500+**
Followers: **2,261**

Highest Performing Posts

Facebook

Summer Solstice Indigenous... · Follow

2 Jun · 🌐

Celebrate Indigenous excellence - #TheSSIMAs
🎟️ Tickets On Sale Now! #TheSSIMAs | June 6th @ The NAC

Live Performances by:

- 🔥 Joel Wood
- 🔥 Aysanabee
- 🔥 Indian City
- 🔥 Andrea Menard
- 🔥 Plex
- 🔥 Hosted by: Sarain Fox

Tickets: <https://www.ticketmaster.ca/event/31005EB09467164C>
#SSIMAS #TheSSIMAs #Indigenous #IndigenousCulture #ssif2023

Twitter

Summer Solstice Festival 2023 @ottawasolstice

🎉 Join us! FREE Family Fun at Mādahòki Farm!
INDIGENOUS DAY CELEBRATION – Presented by @IndigenousTO #NIPD #SSIF2023
WEDNESDAY, JUNE 21, 2023 | 3PM-10PM
Details: summersolsticefestivals.ca
@ottawasolstice @RioTinto @IndigenousTO @BradLafortune @Ottawa_Tourism @A7G_Official

INDIGENOUS DAY CELEBRATION
Presented by Indigenous Tourism Ontario
WEDNESDAY, JUNE 21 | 3pm-10pm
CELEBRATION STAGE – Presented by OLG

- 3:15 pm Brad Lafortune
- 4:15 pm Niego Aasivak Inuit Throat Singers
- 5:15 pm Indigenous Experiences Pow Wow Dancers
- 6:15 pm Brad Lafortune
- 7:15 pm Niego Aasivak Inuit Throat Singers
- 8:15 pm Indigenous Experiences Pow Wow Dancers

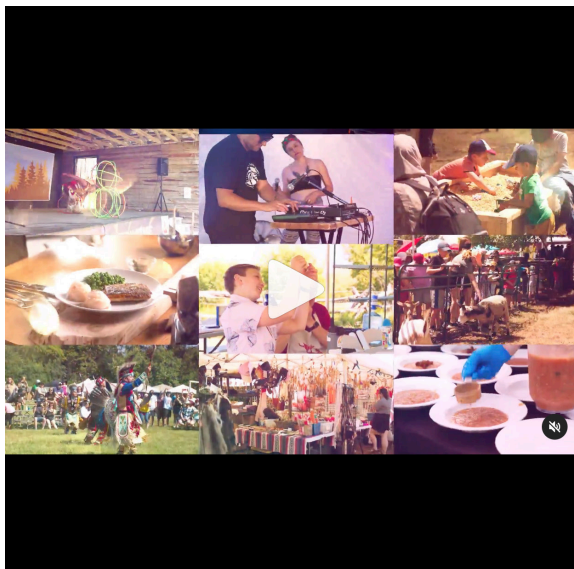
CREATIVE WORKSHOPS

- 4:00 pm Medicine Bag Workshop

TAWNSHI & MĀDAHÒKI PICNIC EXPERIENCE
4 pm | 5:30 pm | 7 pm

MEWINZHA – DRONE SHOW Presented by ITO
8 pm A Creation Story to guide each individual's pathway to Truth & Reconciliation

Instagram



solsticefestivals · Follow

solsticefestivals #SSIF2023 - FREE FAMILY FUN & NON-STOP ENTERTAINMENT

- 📍 Marketplace | 🍳 Cooking Classes | 🎨 Creative Workshops | 🌿 Indigenous Picnic
- 📅 INDIGENOUS DAY CELEBRATION JUNE 21
- 📅 EDUCATION DAYS JUNE 22-23
- 📅 COMPETITION POW WOW JUNE 24-25
- 📍 FREE PARK & RIDE SHUTTLE from Algonquin College | NO ON-SITE PARKING

More info: <https://summersolsticefestivals.ca>

#Indigenous #indigenousto #indigenousculture #familyfun

11w

jess.can.eat What a great event 🍷

11w Reply

will.campbells for everyone's information the shuttle does not leave from Algonquin on the weekdays

9w Reply

Liked by wzelmer and 148 others

JUNE 8

Add a comment... Post



ADVERTISING PARTNERSHIPS

The marketing campaign for 2023 consisted of new and renewed promotional and advertising partnerships with CBC, Rogers Sports and Media, ELMNT FM, Bell Media and Hot 89.9. Returning media partners expanded their promotional and editorial support on-air, in print and broadcast to maximize our reach.

ROGERS SPORTS & MEDIA

Partnering once again with **Country 92.3, KISS 105.3 and CityNews 101.1**, the three radio stations ran 40 30-second promotional commercials each between June 12 to 21.

The partnership also resulted in **137,931** digital impressions on ottawa.citynews.ca.

CBC

CBC Ottawa once again supported the festival with promotional, editorial and social support. Several 30-second ads were run between May 23 and June 25.

Ottawa Community

The Summer Solstice Festival 2023

Facebook Twitter Email YouTube LinkedIn

CBC Communications · Posted: Jun 08, 2023 1:00 PM EDT | Last Updated: June 15

SUMMER SOLSTICE INDIGENOUS FESTIVAL
presented by RioTinto

JUNE 21-25
FESTIVAL & POW WOW
at MĀDAHŌKĪ FARM
+ Satellite programming all month long

CBC OTTAWA

The Summer Solstice Festival 2023 (CBC/SSIF)

BELL MEDIA

Display and video ads were featured on various Bell Media channels from May 26 until June 25, resulting in **193,432** ad server impressions.



ELMNT FM

Continuing in the fifth year of partnership, Elmnt FM supported SSIF in both Ottawa and Toronto markets through website ads, produced commercials, interviews with key performers and social media posts. Elmnt FM also provided live hosts for the Indigenous Day Celebration and Celebration Stage programs.



HOT 89.9

Partnership increased 5X resulting in 200 pre-produced messages airing on Hot 89.9 between June 1- June 25. They also supported by having their street team onsite.

POSTER CAMPAIGN

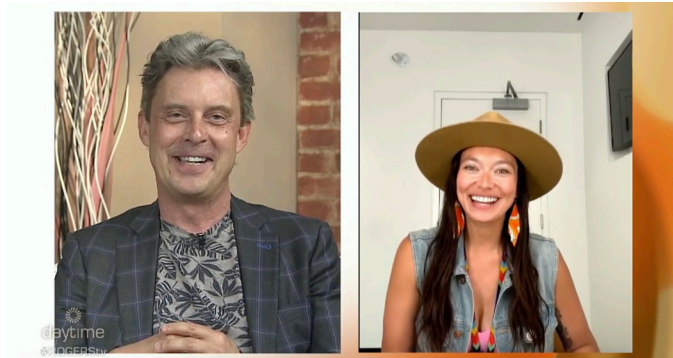
A poster campaign extended the reach of the festival with promotional posters in various areas of Ottawa.



EARNED MEDIA

News releases aligned with program pillars and festival-related initiatives were distributed nationally with media monitoring conducted by Meltwater (courtesy of the Canadian Museum of Nature).

Proactive pitching to key contacts was undertaken, resulting in **603,000,000+ earned media impressions** with headlines in major publications across Canada.



Music

Aysanabee, Snotty Nose Rez Kids lead 2023 Summer Solstice Indigenous Music Award winners



Logan Staats, Digging Roots and more also took home trophies at the 2nd bi-annual event

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MEDIA	REACH	FLIGHT TIMING	GEO	DETAILS
MARKETING				
Bell Media	193,432	May 26 - June 25	Ontario	
ottawa.citynews.ca	137,931	June	Ottawa	
CityNews 101.1	250,000	June 12 - 21	Ottawa	40 occasions
Country 92.3	250,000	June 12 - 21	Ottawa	40 occasions
Kiss 105.3	250,000	June 12 - 21	Ottawa	40 occasions
Elmnt FM 97.5	76,000	June 5 - 25	Ottawa	114 occasions, interviews, web banners, social mentions
Elmnt FM 106.5	76,000	June 5 - 25	Toronto	114 occasions, interviews, web banners, social mentions
ottawa.elmntfm.ca	100,000	June	Ottawa	Listeners and social media
toronto.elmntfm.ca	100,000	June	Toronto	Listeners and social media
Hot 89.9	1,400,000	June 1 - 25	Ottawa	200 occasions
CBC Digital Support	1,800,000	June	Ottawa	Radio, TV, online
ROGERS TV Ottawa	200,000	June 21	Ottawa	2-hour telecast
ROGERS TV Ontario	1,000,000	June 21	Ontario	2-hour telecast
ROGERS TV Alberta	1,000,000	June 21	Alberta	2-hour telecast
ROGERS TV British Columbia	1,000,000	June 21	British Columbia	2-hour telecast
ROGERS TV Manitoba	1,000,000	June 21	Manitoba	2-hour telecast
ROGERS TV Saskatchewan	1,000,000	June 21	Saskatchewan	2-hour telecast
ROGERS TV Newfoundland	1,000,000	June 21	Newfoundland	2-hour telecast
ROGERS TV New Brunswick	1,000,000	June 21	New Brunswick	2-hour telecast
TOTAL	10,618,363			
SOCIAL MEDIA, LISTINGS, WEBSITE				
SSIF Instagram	13,320	May - June	Canada	
SSIF Twitter	37,500	May - June	Canada	
SSIF Facebook	265,329	May - July	Canada	
Listings	250,000	June	Canada	
Mailchimp	85,456	March - June	Canada	
summersolsticefestivals.ca	211,593			
TOTAL	863,198			
EARNED MEDIA				
TOTAL	603,926,605			
TOTAL REACH	616,623,166			



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