



SUMMER SOLSTICE
**INDIGENOUS
FESTIVAL**

**2024
MARKETING
REPORT**

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

SUMMERSOLSTICEFESTIVALS.CA



CONTENTS

Letter from the Festival Producer.....	3
About the Festival.....	4
NIPD Committee	5
Festival Team	5
2024 by the Numbers	6
Programming	7
Indigenous Day Celebration.....	7
Education Days.....	8
Competition Pow Wow	9
Culinary Experiences	10
Indigenous Marketplace	11
Celebration Stage	12
Family Fun Zone	13
Workshops & Activities.....	14
SSIMAs On Tour.....	15
Storytelling Stage	16
Off-Site Partner Events.....	17
Sponsors & Partners	18
Marketing Strategy	20
Digital Content.....	20
Advertising Partnerships.....	23
Earned Media	26
Total Reach Table	28



LETTER FROM THE FESTIVAL PRODUCER

Every year we celebrate our unique culture and diverse heritage with National Indigenous Peoples Day and the Summer Solstice Indigenous Festival. We've always taken great pride in the outstanding contributions of First Nations, Inuit and Métis people, recognizing these contributions by presenting innovative and authentic programming for Canadians and non-Canadians alike to learn and enjoy.

The festival brought together more than 400 Indigenous artists, performers and community members, and gave them a platform to share their culture through dances, music, cuisine and crafts. Whether attendees were experiencing the festival for the first time or experiencing it again, there was something for everyone to participate in, from pow wow competitions to culinary feasts and creative workshops.

Programming kicked off on June 1 with additional activities at various venues across the Capital in collaboration with our partners: the National Arts Centre, Canadian Museum of History, National Gallery of Canada, Ottawa Public Library and Assembly of Seven Generations (A7G). We're eager to expand third party programming even further for next year's festival seeing the success of these off-site events.



The festival returned to Mādahòki Farm on June 21 for Indigenous Day celebrations, workshops, stage performances and the International Competition Pow Wow. National Indigenous Peoples Day was marked with two sold-out seatings of a long-table feast prepared by Chef Tawnya Brant and live music by 2023 SSIMA's winner Logan Staats. Festival-goers ended the day on the pow wow grounds, joining DJ Shub and Theland Kicknosway for the Glow-in-the-Dark Pow Wow, a new event and immediate hit that is sure to return in future festivals!

Hundreds of dancers from all across Turtle Island once again competed in our ever-popular Competition Pow Wow for a chance to win over \$75,000 in prizes. Education Day was presented at the Canadian Museum of History this year, and was packed with various activities for students and teachers to learn about Indigenous cultures, history and traditions.

Poor weather affected our programming as it did last year. The Competition Pow Wow was relocated from the pow wow grounds to the riding arena, consequently limiting the number of spectators, and the Drone Show scheduled for the night of June 22 was cancelled. Regardless, attendees shared positive feedback about the remaining events and festival overall.

Thank you as always to our funders, corporate community and NIPD Committee for their support, which has allowed us to form new community partnerships and expand festival programming. It is an honour to be able to continue producing this festival and provide quality events that our audiences have come to appreciate.

Miigwetch!



TRINA MATHER SIMARD
Executive and
Artistic Director



ABOUT THE FESTIVAL

Summer Solstice Indigenous Festival authentically reflects the cultural diversity of our Indigenous community. A free and family-oriented event, it celebrates National Indigenous Peoples Day (NIPD) with full participation from First Nations, Métis, and Inuit artists across all disciplines and regions of Canada. As a nationally recognized Indigenous arts event, the festival proudly offers a world-class showcase that highlights the rich and varied tapestry of our culture.

OUR ANNUAL OBJECTIVES

- Invite all Canadians to celebrate rich Indigenous arts, culture, and heritage as part of National Indigenous Peoples Day;
- Bring together emerging and professional artists, community youth, elders, and traditional knowledge keepers from across Canada;
- Promote, preserve, and elevate the artistic talents of the Indigenous community by showcasing their work to a diverse audience each year;
- Create economic opportunities for Indigenous artists, entrepreneurs, and small businesses that attracts significant tourism and engages a broad audience; and
- Support the journey of all Canadians toward reconciliation by offering a platform for educational and informative interactions between Indigenous and non-Indigenous communities



2024 HIGHLIGHTS

- In-person celebration of National Indigenous Peoples Day with a glow-in-the-dark pow wow
- Competition pow wow with over \$75,000 in prizes attracting participants from across North America
- Educational programming for students, teachers and parents at the Canadian Museum of History
- Live music performances by 2023's SSIMA's winners and nominees in various locations around Ottawa
- Celebration Stage featuring hoop dancing, throat singing and cultural theatre
- Marketplace showcasing Indigenous food, art, jewelry and homeware
- Celebratory long table feast and live entertainment
- Creative and culinary workshops, demonstrations and interactive stations
- Family-friendly activities including games, author storytellings, Ojibwe Spirit Horses and farm animals
- Off-site event partners: the National Arts Centre, Canadian Museum of History, National Gallery of Canada, Ottawa Public Library, and Assembly of Seven Generations (A7G)

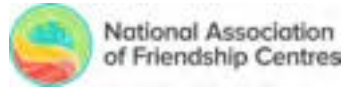


NIPD COMMITTEE

Summer Solstice Indigenous Festival is produced by Indigenous Experiences on behalf of the NIPD Committee, which comprises of representatives from national Indigenous organizations:



AFN - Assembly of First Nations
2024 Festival Host



The National Association of
Friendship Centres



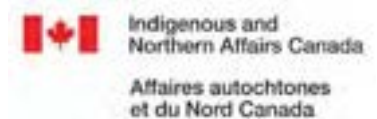
MNC - Métis National Council



NWAC - Native Women's
Association of Canada



CAP - Congress of Aboriginal
Peoples



INAC – Indigenous & 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

[Indigenous Experiences]
Partner & Vendor Registrations
and Virtual Marketplace
Operations

DENIS GUERTIN

*[AMP Associated Marketing
Professionals]*
Sponsorship Director

KAREN WOOD

[KoW Connected]
Marketing Director



2024 BY THE NUMBERS

65,000+ PEOPLE ATTENDED THE FESTIVAL*

400+ INDIGENOUS ARTISTS PERFORMED

234 POW WOW DANCERS & DRUMMERS COMPETED

200 GUESTS ATTENDED THE LONG TABLE FEAST
SOLD-OUT TWO SEATINGS OF 100 PAX

312 PEOPLE PARTICIPATED IN WORKSHOPS

23 COMMUNITY PARTNERSHIPS SUPPORTED THE FESTIVAL

3,373 STUDENTS, TEACHERS & SCHOOLS PARTICIPATED IN EDUCATION DAYS

101,496,965 MEDIA IMPRESSIONS EARNED

20+ FEATURE HEADLINES PUBLISHED
LOCAL, REGIONAL & NATIONAL MEDIA

106 PEOPLE VOLUNTEERED THEIR TIME

605 HOURS VOLUNTEERED

***Poor weather conditions greatly impacted the total number of festival attendees.
The Drone Show scheduled for June 22 was cancelled due to rain.**





INDIGENOUS DAY CELEBRATION

Presented by CAA & Donna Cona

SSIF kicked off on June 21 at Mādahòki Farm with a vibrant celebration of National Indigenous Peoples Day. The day was filled with live music and captivating performances, including those by World Champion Hoop Dancer Scott Siquah and the Six Nations Women Singers. Attendees enjoyed a long table feast crafted by Chef Tawnya Brant, alongside various interactive stations such as Algonquin language bingo, wigwam building, and a quillwork demonstration.

NIPD festivities concluded with a one of a kind dance experience with DJ Shub and Theland Kicknosoway - a glow-in-the-dark pow wow as the sun set on the longest day of the year.

HIGHLIGHTS

- **Logan Staats**
Long Table Feast Performance
- **DJ Shub and Theland Kicknosoway**
Glow-in-the-Dark Pow Wow
- **Scott Siquah**
World Champion Hoop Dancer
- **Six Nations Women Singers**





EDUCATION DAYS

Presented by BMO Financial Group at Canadian Museum of History

Schools in the Ottawa area were invited to participate in Education Days, programming dedicated to interactive on-site learning experiences that ignite passion, cultivate cultural pride, and foster a deeper appreciation for the First Peoples of Canada.

This year, Education Days took place at the Canadian Museum of History on June 19 with a cultural showcase of pow wow dance and drums, music concert with Twin Flames, Métis and Inuit games, and interactive demonstrations.

"WE HAD SUCH A FANTASTIC DAY OF LEARNING AND EXPLORATION!"

- Meagan Ravindra

"IT DEEPENED THEIR LEARNING AND UNDERSTANDING OF INDIGENOUS WAYS OF KNOWING, BEING AND DOING."

- Corpus Christi School





COMPETITION POW WOW

Presented by CN Railway & Canada Deposit Insurance Corporation

The Competition Pow Wow is a colourful celebration of dance, drums and regalia. Its continued popularity over the years makes the competition the centrepiece of the festival. Attracting hundreds of participants from across Turtle Island during the festival weekend, the pow wow offers more than \$75,000 in prize money.

Usually held at the pow wow grounds, the Competition Pow Wow was moved to the riding arena due to rainy weather, but continued to draw spectators throughout the course of the festival.





CULINARY EXPERIENCES

Presented by TD Bank Group & Indigenous Tourism Ontario

The Culinary Experiences programming featured a long table feast on June 21, prepared by Chef Tawnya Brant. Mādahòki Farm's resident chef, Chef Trudy Metcalfe-Coe, led a workshop to create a meal of blackened Arctic char, pan-fried potatoes, and corn with sage butter. Chef Tawnya also hosted a workshop where participants prepared a traditional strawberry dessert.

Throughout the festival, culinary offerings included bison burgers, Indian tacos, baked bannock, and buffalo chili.

LONG TABLE MENU

- Woodlands Salad with Blueberry Sweetgrass Vinaigrette
- Bluecorn Scone with Foraged Greens Compound Butter
- Juniper & Ramp Braised Bison with Gravy, Wild Garlic Two Row Potato Pave & Sautéed Seasoned Asparagus & Green Beans
- Strawberry Shortcake with a Vanilla Chantilly and Strawberry Gastric





INDIGENOUS MARKETPLACE

Presented by Export Development Canada

Mādahòki Farm is home to the on-site Indigenous Marketplace, one of the biggest attractions to SSIF. The marketplace complements the online store and features **38 Indigenous vendors** and their unique products of jewelry, art, clothing and home decor.

"ĀNISKŌTAW [CONNECT] PERFECTLY DESCRIBES THIS PAST WEEKEND AT MĀDAHŌKI FARM FOR THE AMAZING SUMMER SOLSTICE INDIGENOUS FESTIVAL!"

- Chelsea Linklater





CELEBRATION STAGE

Presented by OLG

Festival attendees gathered at the Celebration Stage for live performances and demonstrations. The stage was the place to be to witness hoop dancing, throat singing, jiggling and more cultural showcases.



PROGRAMMING

- **Scott Siquah**
World Champion Hoop Dancer
- **Six Nations Women Singers**
- **David Finkle**
- **Sunsdrum**
Inuit Throat Singers
- **Brad Lafortune**
Métis Dancer
- **Janet McCue and the Conundrum**





FAMILY FUN ZONE

Presented by Gen 7 Fuel & GreenShield

Family Fun Zone offered a variety of entertaining activities and educational resources for all ages, curated to foster appreciation and understanding of Canada's rich and diverse Indigenous culture and heritage. There was something for the whole family, from glow-in-the-dark hoop dance to Métis Games and the rare and endangered Ojibwe Spirit Horses.

HIGHLIGHTS

- **Glow-in-the-Dark Pow Wow**
with DJ Shub & Theland Kicknosoway
- **DJ & Glow-in-the-Dark Hoop Dance**
- **Ojibwe Spirit Horses**
- **Birds of Prey Demonstration**
with Canadian Raptor Conservatory
- **Métis Games**

"TODAY WE CELEBRATED SUMMER SOLSTICE AT THE SUMMER SOLSTICE INDIGENOUS FESTIVAL AND COULD HAVE WATCHED THE POW WOW ALL DAY - STUNNING AND TALENTED DANCERS AND DRUMMERS!"

- Christine Tremblay-Sloan





WORKSHOPS & ACTIVITIES

SSIF offered an array of creative workshops and activities for festival attendees to engage directly with Indigenous culture. Participants were able to observe Indigenous artists at work or create their own traditional crafts, gaining insight into tradition and fostering a deeper connection to Indigenous heritage. These activities not only celebrate Indigenous culture, but also serve as a dynamic platform for cultural exchange and learning.

**“AMAZING TIME AT THE SUMMER SOLSTICE
INDIGENOUS FESTIVAL AT MĀDAHŌKĪ FARM!”**

- Meagan Leah

HIGHLIGHTS

- **Quillwork Demonstration**
with Christine Toulouse
- **Wigwam Building**
with Chuck Commanda
- **“Radical Stitch” Beaded Bracelet**
by National Gallery Of Canada
- **Dreamcatcher Workshop**
with Bougie Birch
- **Algonquin Language Bingo**
with Samantha Tenasco





SSIMA'S ON TOUR

Presented by TD Bank Group

The biennial Summer Solstice Indigenous Music Awards (SSIMAs) celebrated exceptional talent from across Canada, selecting winners in 16 categories from over 200 entries in 2023. As part of the SSIMAs On Tour programming for this year, the event showcased remarkable Indigenous music with standout performances by past nominee Sandrine Masse and award-winning Logan Staats at the National Arts Centre.

PROGRAMMING

- **Sandrine Masse | 2021 Nominee**
@ National Arts Centre
- **Logan Staats | 2023 Winner**
@ National Arts Centre & Mādahòki Farm
- **Joel Wood | 2023 Winner**
@ ByWard Market
- **DJ Shub | 2021 Winner**
@ Mādahòki Farm
- **Northern Cree | 2023 Nominee**
@ Mādahòki Farm



STORYTELLING STAGE

The Storytelling Stage provided a platform for festival attendees to immerse themselves in Indigenous culture through storytelling, author readings, and teachings with Darcy Whitecrow, Heather M. O'Connor and Elder Dorothy Taylor.

Additionally, audiences were among the first to hear exciting business ideas from Indigenous entrepreneurs at Pow Wow Pitch, a pitch competition shining the spotlight on Indigenous vendors, artists, business builders and innovators from all backgrounds and industries.



JUNE 21 PROGRAMMING

- **Author's Reading - *Runs with Stars***
with Darcy Whitecrow & Heather M O'Connor
- **Elder's Teaching - *Sacred Water Teachings***
with Dorothy Taylor
- **Elder's Teaching - *Strawberry Moon Teachings***
with Dorothy Taylor

JUNE 22 PROGRAMMING

- **Pow Wow Pitch**
- **Author's Reading - *Runs with Stars***
with Darcy Whitecrow & Heather M O'Connor
- **Elder's Teaching - *Sacred Water Teachings***
with Dorothy Taylor
- **Elder's Teaching - *Strawberry Moon Teachings***
with Dorothy Taylor

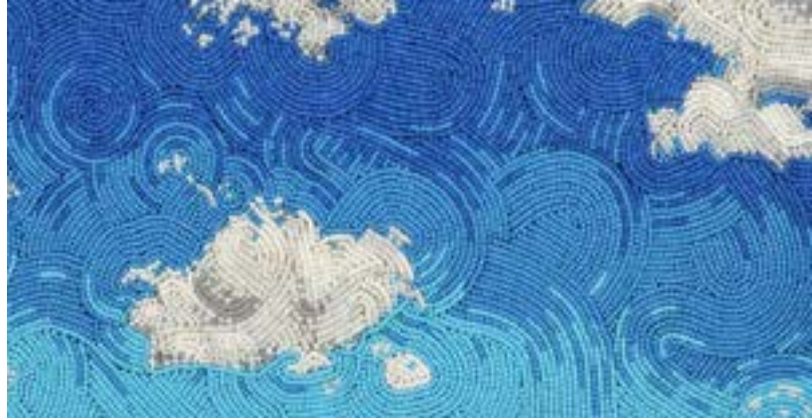
JUNE 23 PROGRAMMING

- **Author's Reading - *Runs with Stars***
with Darcy Whitecrow & Heather M O'Connor
- **Elder's Teaching - *Sacred Water Teachings***
with Dorothy Taylor
- **Interactive Puppet Theatre - *Rabbit & Bear Paws: The Way***
- **Elder's Teaching: *Strawberry Moon Teachings***
with Dorothy Taylor

"I LOVED HEARING EVERYONE'S PITCHES AND STORIES AND SEEING THE RESURGENCE, RECLAMATION, AND EMPOWERMENT FROM OUR COMMUNITY."

- Charity Flemming





OFF-SITE PARTNER EVENTS

The festival collaborated with local organizations to present Indigenous cultural events and activities throughout the city throughout June, broadening the impact and extending the reach of Indigenous programming to an even larger audience.

OTTAWA PUBLIC LIBRARY

- **Feel the Beat Interactive Workshop**
- **Spirit Horse Stories with the Woodland Artwork of Rhonda Snow**
- **What Does It Sound Like? Exploring Indigenous Language**
- **Corn Husk Dolls: Story & Craft**

CANADIAN MUSEUM OF HISTORY

- **Inuit Throat Singers**
- **Pow Wow Style Dances**

NATIONAL GALLERY OF CANADA

- **"Radical Stitch" Exhibition**

BYWARD MARKET

- **Summer Solstice Indigenous Night Market with Assembly of Seven Generations (A7G)**

NATIONAL ARTS CENTRE

- **Got Land? Indigenous Comedy Show**
- **Pow Wow Life Drawing**
- **Discussing Making Love with the Land with Joshua Whitehead**
- **You Used to Call Me Marie... by Tau Amy Grauman**
- **Summer Indigenous Art Market**
- **Indigenous Trivia Night**
- **Dreamcatcher Workshop with Bougie Birch**
- **Moccasin Workshop with Colleen Nolan**



SPONSORS & PARTNERS

PRESENTING SPONSORS



Culinary Programming
SSIMA's on Tour



Celebration Stage



Education Days



Competition Pow Wow



Competition Pow Wow

PROGRAM SPONSORS



PROGRAM PARTNERS



OFFICIAL MEDIA PARTNERS



POW WOW CATEGORY SPONSORS



SUPPORTING PARTNERS



GOVERNMENT FUNDERS & PARTNERS



MARKETING STRATEGY

Promotion of this year's festival was driven by digital content. Social media and newsletters were utilized to engage audiences and drive traffic to the festival website for detailed information about programming, partners and other information.

A mix of owned, paid, shared, and earned media outlets was also leveraged to extend reach to a broader national audience. These channels effectively communicated key cultural messages and programming details, and associated sponsors were given recognition and shown appreciation.

DIGITAL CONTENT

MAILCHIMP

Between March 18 and June 22, fourteen newsletters were sent to a subscriber base of **25,000+ contacts** to announce the return of SSIF and share programming details and updates. Each newsletter featured sponsor logos and co-branding. The subscriber base was highly engaged, with an **average open rate of 44.69%**, well above the industry benchmark of 35.63%.



WEBSITE

The festival's main digital hub was www.summersolsticefestivals.ca, providing comprehensive information about the festival. The homepage listed an overview of programming with respective sponsors, linking out to sub-pages for more details about each event. A **"Latest News"** section was also added to the homepage to share media articles promoting the festival. The website attracted a total of **37,927 new users** and **109,246 views** in the six weeks leading up to the festival.

The festival sponsor logo was prominently featured in the footer of every webpage, with all sponsors highlighted in a scrolling footer visible throughout the site. Additionally, a dedicated **"Proud Sponsors"** page was created to showcase each sponsor individually.



TOTAL PAGE VIEWS: 109,246

NEW USERS: 37,927

USER ENGAGEMENT: 79,633

MOST VIEWED PAGES

- Festival Information
- Competition Pow Wow
- Events from June 21-23



ORGANIC SOCIAL MEDIA

Throughout May and June, **286 pieces of content** were created and shared on Facebook and Instagram to promote the festival. This content included graphics highlighting key programming and a promotional video tailored for social sharing. Posts included the hashtag **#SSIF2024** to easily search for festival information. Sponsors and artists/performers were tagged and posts were cross shared onto the Mādahōki Farm Facebook account to extend social reach.

HIGHEST PERFORMING POSTS



f FACEBOOK

Reach: **209,254**

Followers: **17,282**

📷 INSTAGRAM

Reach: **17,089**

Followers: **4,662**

PAID FACEBOOK ADS

A targeted Facebook ad campaign ran in the two weeks leading up to the festival, delivering over **300,000 impressions** and **reaching 140,000 people**. The creative assets included the promotional video and static images highlighting the long table feast and workshops programming with sponsor integration.



ADVERTISING PARTNERSHIPS

This year's marketing campaign renewed advertising partnerships with CBC, Rogers Sports and Media, Elmnt FM, HOT 89.9, Bell Media, Postmedia and Ottawa Lookout. These media partners maximized reach to their respective audiences through print, online and broadcast platforms.

CBC

CBC Ottawa continued its partnership with the festival through editorial, social, on-air and website support. The support included a Creator Network booth at the farm on June 21, community page on its website, event listing in its community newsletter "The Highlight", social media mentions on CBC & Radio Canada's platforms, and thirty 30-second radio spots voiced by lead news anchor Omar Dabaghi-Pacheco that aired from June 17 until June 21. On National Indigenous Peoples Day, Dabaghi-Pacheco emceed a portion of the Celebration Stage programming.



ROGERS SPORTS AND MEDIA

Between June 10 and June 23, forty 30-second promotional commercials ran on Country 101.1 (formerly Country 92.3) radio station. Three airings of "An Hour To Give" on June 15 provided the festival with additional radio and television coverage. On June 21, "Daytime" dedicated their show to the festival and broadcasted live from the farm.

Rogers also aired Competition Pow Wow locally in July and uploaded onto their YouTube channel, reaching a potential of 1 million households.



HOT 89.9

HOT 89.9 supported the festival with 200 pre-produced promotional spots and three weeks of website exposure. They also had a booth on-site throughout the festival which was manned by their street team and included interactive activities.



BELL MEDIA

From May 30 to June 23, display, video and flying carpet ads were showcased across various Bell Media channels, generating **224,762 ad server impressions**.

APTN

APTN promoted the festival with website ads that resulted in **over 25,000 impressions**, and geo-targeted social media posts on Facebook and Instagram. Additional support included a booth on-site with engaged team handing out merchandise to festival attendees on June 21 and June 22.

OTTAWA LOOKOUT

The festival was featured in four newsletters between June 7 and June 17, with a mix of community listings and event spotlights to increase promotional reach.



ELMNT FM

Elmnt FM once again supported the festival in both Ottawa and Toronto with 287 30-second ads per station, which ran from June 3 to June 23. Promotion of the festival was further boosted with website exposure, social media posts and interviews with all performers that were aired in both markets and posted to their website. Elmnt FM also provided hosts for National Indigenous Peoples Day and the Celebration Stage each day, while giving out merchandise throughout the festival from their booth.



POSTMEDIA

A sponsored article ran in Ottawa Citizen on June 9 with social amplification that created **more than 115,000 impressions**. The sponsored content was complemented with corresponding brand sells.



EARNED MEDIA

Partnering with local media outlets, editorial integration and engagement with local contacts helped promote the festival’s national significance and messaging to networks across Canada.

Multiple news releases and media advisories outlining festival programming and related initiatives were simultaneously distributed nationally. Media monitoring was provided by Meltwater, courtesy of the Museum of Nature.

This, alongside proactive and consistent pitching to key contacts in Ottawa and major markets, resulted in **over 101,000,000 earned media impressions** and coverage in major publications across the country throughout the month of June.



- APTN National News
- Associated Press
- CAA
- Canada News
- Canada.com
- Canadian Press
- CBC Radio
- CBC TV
- CFRA
- City News
- CTV News
- ICI Radio-Canada
- InsideHalton.com
- MSN Canada
- Narcity
- National Post
- Niagara Falls Review
- Nunatsiq News
- Ottawa Business Journal
- Ottawa Citizen
- Ottawa Life Magazine
- Ottawa Road Trips
- Ottawa Sun
- OurWindsor.ca





- Peterborough Examiner
- Regina Leader-Post
- Rogers TV
- Simcoe.com
- St. Catharines Standard
- Telegraph-Journal
- The Calgary Herald
- The Calgary Sun
- The Canadian Press
- The Edmonton Journal
- The Edmonton Sun
- The Hamilton Spectator
- The London Free Press
- The Mississauga News
- The Montreal Gazette
- The Muskokan
- The Province
- The Saskatoon StarPhoenix
- The Vancouver Sun
- The Windsor Star
- TheRecord.com
- Toronto.com
- Welland Tribune
- Windspeaker
- World News
- Yahoo! News Canada



MEDIA	REACH	FLIGHT TIMING	GEO	DETAILS
MARKETING				
APTN	25,385	May 31 - June 23	National	Digital website ads
APTN	311,600	June 1 - 23	Ontario, Quebec, Manitoba	Meta ads (Facebook & Instagram)
Bell Media	213,876	June 4 - 23	National Capital Region	English display ads & videos - all platforms
CBC Digital Support	1,800,000	June 1 - 23	National Capital Region	Website, newsletter, events calendar
CBC Radio	700,000	June 1 - 23	National Capital Region	30 occasions
Country 92.3	120,000	June 10 - 23	Ottawa	40 occasions
Country 92.3	120,000	June 10 - 23	Ottawa	An Hour to Give broadcast
Elmnt FM 97.5	191,000	June 5 - 25	Ottawa	287 occasions, interviews, web banners, social mentions
Elmnt FM 106.5	191,000	June 5 - 25	Toronto	287 occasions, interviews, social mentions
Hot 89.9	1,400,000	June 3 - 23	Ottawa	200 occasions
Meta	142,853	June 11 - 21	Ottawa	Multiple ad sets
Ottawa Lookout	220,000	June 7 - 17	Ottawa	Paid listings package
Postmedia	1,291,797	June 9-23	Ottawa	400-word article
Postmedia	155,000	June 9-23	Ottawa	In-feed, on network and Facebook ads
Rogers TV Ottawa	800,000	June 21	Ottawa	An Hour to Give telecast - 4 airings
TOTAL	7,682,511			
SOCIAL MEDIA, LISTINGS, WEBSITE				
SSIF Instagram	17,089	May - June	Canada	
SSIF Facebook	209,254	May - July	Canada	
Listings	250,000	June	Canada	
Mailchimp	136,620	March - June	Canada	
Website	211,593	May - June		summersolsticefestivals.ca
TOTAL	824,556			
EARNED MEDIA				
TOTAL	101,496,965			
TOTAL REACH	109,774,032			