

ALBERTA *at the* SMITHSONIAN

SMITHSONIAN FOLKLIFE FESTIVAL

National Mall, Washington, D.C. JUNE 30—JULY 11, 2006



Washington, DC: National Mall, site of the acclaimed Folklife Festival.

The vitality and diversity of the western Canadian province of Alberta will be celebrated in the heart of America's capital in summer 2006 as part of the internationally renowned Smithsonian Folklife Festival. More than one million visitors annually attend this free ten-day outdoor event. It takes place on America's National Mall surrounded by the U.S. Capitol, the Washington Monument, and the Smithsonian's national museums.

Alberta has the fastest-growing economy in Canada, but its wealth extends beyond its oil sands and gas fields, beyond its majestic Rocky Mountains and rich agricultural plains, and beyond its legendary ranches and its thriving cosmopolitan,

multicultural cities. Alberta's true wealth is its people—a diverse, hard-working, innovative population whose “can do” spirit has transformed a frontier territory into a prosperous province with a vibrant cultural landscape. Celebrating its centennial in 2005, Alberta is the first Canadian province to be featured at the Smithsonian Festival.

Through dynamic Festival performances, demonstrations, and educational programs, more than 120 of Alberta's finest musicians, storytellers, cooks, craftspeople, occupational specialists, and cultural experts will celebrate the living traditions that make and sustain Alberta's unique culture. The event will highlight Alberta's indigenous traditions, rich pioneer and immigrant heritage, and thriving contemporary culture.

Edmonton: Alberta's capital and Canada's festival city.



Calgary: Home to head offices and the Calgary Tower.

Smithsonian Folklife Festival

The Smithsonian Folklife Festival, a professionally curated “museum without walls” devoted to grassroots cultural heritage, will mark its 40th anniversary in 2006. More than 100 nations and regions of the world have been represented, as have all U.S. states and territories. Named the “top event in the U.S.,” the Festival has won scholarly and popular acclaim through Academy, Emmy and Grammy Awards.

VOTED TOP TOURIST EVENT IN THE U.S.
Festival products have won Academy, Emmy and Grammy awards.



Lake Louise: Jewel of the Rocky Mountains.

Partnership Opportunities

Alberta at the Smithsonian and its ancillary programming will cost approximately \$3 million (U.S.). The Smithsonian and Government of Alberta will provide the majority of the funding, but there are excellent opportunities for private partnerships supporting aspects of the Festival and the ancillary programming before, during, and afterwards.

Partnership benefits include:

- Association with the Smithsonian Institution and the National Mall of the United States
- Opportunities to interact with key decision-makers
- Participation in the building of Canada/U.S. relations (This is the first time that Canada will be featured in the 40-year history of the Festival.)
- Potential business opportunities
- Acknowledgment in brochures, press releases, promotions, signs, websites, and public announcements
- Lasting recognition on legacy projects
- VIP participation in Festival ceremonies, tours, and promotional events
- Use of Smithsonian facilities (e.g., the Smithsonian Castle to host a reception)

For additional information, contact:

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 Smithsonian Folklife Festival



An International Opportunity

The Festival presents an important opportunity for people to learn about Alberta's history, heritage, and culture first-hand from the people who have dedicated their lives to celebrating, promoting, and preserving it.

- National and international media coverage will reach 50 million people, including policy-makers, dignitaries, corporate and tourism industry leaders, generating an estimated \$8-\$12 million (U.S.) worth of positive exposure.
- The Festival is proven to stimulate economic opportunities and to boost marketing, tourism, trade, government relations, and public relations.
- The Festival will expand opportunities for cultural and educational exchanges between Alberta and the U.S.
- Research for the Festival will stimulate publications, archival documentation, recordings, and educational resources for use on both sides of the border.
- The Festival will reinforce Alberta's image in the U.S. as a sophisticated and multi-faceted society.

Festival Programming

The Festival is both celebratory and educational. Performances and presentations take place on about 6 acres of the National Mall in large and small formats, which will be custom-designed for the Albertan exposition. Alberta will be one of three programs featured at the 2006 Festival. Introductions by Albertan scholars and cultural experts, museums-quality signs, photo displays, special publications, and a curated website will provide background and contextualization for audiences.

First Nations: Alberta's rich indigenous culture.



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