

5th Annual 'Rock The Farm' FREE Concert/ Farmers' Market Series

Our expanded 2013 'Rock The Farm' summer series was a huge success!

This year we increased number of events to 9 Wed [5 in July + 4 in Aug.] by adding a Teen Battle of The Bands- thanks to new Partnership with KICX & Greater Sudbury Public Library; our Farmers' Market [51% Farmers/Agri-Producers + 49% Art/Craft Vendors] was bigger than 2013 and Rollin' Doggies & Beaver Tails as our Snack Food Vendors [@ 15% gross sales] resulting in hundreds more consumers coming to buy local produce/products & hundreds more people attending our FREE Concerts.

Long-Term & New Partnerships were vital to our *success*:

- **Greater Sudbury Museums & City of Greater Sudbury:** the use of the site [Jan-Aug]+ Banners of Long-Term Business/Community Sponsors' [\$1,000+Cash/In-Kind for 5 years] displayed on the Barn [a vital way to thank our Sponsors]+ website
- **Organizing Committee:** [Jan-Aug] Mait Wilson-Walden Lions Club, Don Dodds & Christel Brandle- 1st Waters Scouting, Brian Benham + Darryl, Betty & Gwen
- **KICX 91.7FM KEY Media Sponsor [2011,2012,2013] : \$13,200 In-Kind promo**
Note: *KICX91.7 have confirmed Long-Term Sponsorship [2014-2016]*
- **Walden Srs. Woodworkers:** built new Outdoor STAGE beside Milk House/Barn
- **Walden Lions Club & 1st Waters Scouting:** Community Sponsors [2012-2016] set-up & took-down gazebos/tables for Farmers' Market Vendors for 9 events
- **Alek Luopa, Student LDSS:** created July, Aug Concert + Farmers' Market Posters
- **Hia Media:** [2012-2016] printed 50 each of three versions 'Rock The Farm' Posters
- **Walden Today:** [2012-2016] provided **\$2,500 In-Kind Promotions**
- **Walden-CAN:** [2007+] website, Column Walden Today & The Sudbury Star & E-Updates
- **Sudbury Tourism:** [2011-2013] website, facebook & twitter plus 2013 Visitors Guide
- **New Teen Battle of the Band Partnership** attracted hundreds of youth
- **Long-Term Sponsors helped cover costs of 4 Concerts @ \$500 per Concert:**
The Sudbury Credit Union [2012-2016], Jennmar Canada [2012-2016], Walden Welding [2012-2016], Walden Lions Club [2013, 2014] & Pinehill Lumber [2013-2017]

2013 'Rock The Farm' FREE Concert Line-Up included: The Bluez Brothers, Tom Fyfe & The Whiskey River Blues Band + Stephanie Fyfe, Darryl Orser, Chicks With Picks, Benham, Koralyssa Nisbet & Nolan Bell, Naked Soul, Sean Barrette The Almighty Rhombus & Northern All Stars - ***really 'Rocked' the Farm!***

Teen Battle of the Bands was huge success: Winners- Marks Of Existence [LDSS]

'Rock The Farm' Farmers' Market Vendors included: The Perogy Princess, Geo-Green Growers, Douglas Apiaries, Dominion Dr, Heavenly Sweets, Devaline Creations, Cmeformashions, Making Memories in Wood plus 2 Booths for **Members of Northern Ontario Agri-Food Education & Marketing:** Misty Haven Alpacas, Leisure Farms, Board's Honey, Our Garden, Sucrierie Seguin, Grandpa's Dream Worm Farm/Market, Garden Rose Valley Maple Syrup and Just Ewe & My Kids

Total Volunteer Hours =595 hours [@\$20 per Hr] = \$11,900 In-Kind Services

Our 2014 'Rock The Farm' will be bigger than 2013... with more Farmers' Market Vendors, 4 Snack Food Vendors [15% Gross Sales to AFMHS], new Long-Term Sponsors and our exciting 2014 'Rock The Farm' Line-Up-featuring new Bands!

Mait Wilson, Chair 2013 'Rock The Farm' Committee April 9 2014 AGM