

Valley Youth Fiddlers – Alaria and The Mountain

THE EVENT

Alaria and The Mountain is a playful mix of storytelling, music, and dance, developed by the Smithers-based Valley Youth Fiddlers. These performance elements are carefully woven together to carry the audience along in the next phase of Alaria as she leaves her ocean home and embraces new adventures. *Alaria and The Mountain* features music written and arranged by North American Irish Fiddle Champion Kyle Burghout, Juno-award winner Adrian Dolan, North Shore Celtic Ensemble director Gabriel Dubreil, Lea Kirstein of the celebrated Toronto folk band Medusa, BC fiddle tradition-bearer and multiple award winning teacher Daniel Lapp, Canadian Folk Music Award winners Jaron Freeman-Fox and Oliver Schroer, and Juno nominated multi-instrumentalist and master fiddler James Stephens.

Alaria and the Mountain explores themes of self-discovery, of being a newcomer, of overcoming the fear of isolation in nature, and of community and connection through the sharing of music. Alaria grew up on the shores of Lonely Lighthouse Island. She grew up strong like a sapling exposed to a bit of weather. But the years hurried along, and as with young adults of pretty much every kind, Alaria felt the need to roam—to leave Lonely Lighthouse Island—and see the world for herself. And, of course, she brought her fiddle. Alaria finds herself in an unfamiliar town set against a backdrop of towering snow-capped mountains where she soon discovers that the town harbours an owly shopkeeper and a community of precocious young fiddlers that change her life’s trajectory.

In May 2026, the Valley Youth Fiddlers will be touring *Alaria and The Mountain* across northern BC with performances in Smithers (2 shows), Prince Rupert, Terrace, Burns Lake, Prince George and Quesnel.

THE OPPORTUNITY

The Valley Youth Fiddlers are proud to invite you to become a sponsor for ***Alaria and The Mountain!***

This opportunity will enable you to advertise and promote your business to our audiences across northern BC. Our audience is your customer base, and partnering with VYF provides an opportunity for you to reach new customers and engage with existing customers.

Sponsorship Level	Description	Cost	Number available
Diamond	<ul style="list-style-type: none">● Verbal recognition and VYF stage run with banner / sign● Full page ad in program● Large logo on VYF website● Large logo on vertical ‘trade show’ style banner in lobby of each performance● 4 posts on our social media platforms acknowledging the sponsorship● Large logo on sound gear trailer which will be towed across northern BC● 4 tickets to show of your choice	\$10,000.00	SOLD OUT!
Gold	<ul style="list-style-type: none">● Verbal shout out recognition and VYF stage run with banner / sign● Full page ad in program● Large logo on VYF website● Large logo on vertical ‘trade show’ style banner in lobby of each performance● 4 posts on our social media platforms acknowledging the sponsorship● Large logo on sound gear trailer which will be towed across northern BC● 4 tickets to show of your choice	\$5000.00	2
Asparagus	<ul style="list-style-type: none">● Full page ad in program● Large logo on VYF website● Large logo on vertical ‘trade show’ style banner in lobby of each performance● 4 posts on our social media platforms acknowledging the sponsorship● Large logo on sound gear trailer which will be towed across northern BC● 4 tickets to show of your choice	\$1,500	2
Cantaloupe	<ul style="list-style-type: none">● 1/2 page ad in program	\$1,000	2

	<ul style="list-style-type: none"> ● Large logo on VYF website ● Large logo on vertical 'trade show' style banner in lobby of each performance ● 4 posts on our social media platforms acknowledging the sponsorship ● Medium logo on sound gear trailer which will be towed across northern BC ● 2 tickets to show of your choice 		
Strawberry	<ul style="list-style-type: none"> ● 1/4 page ad in program ● Small logo on VYF website ● Small logo on vertical 'trade show' style banner in lobby of each performance ● 2 posts on our social media platforms acknowledging the sponsorship ● Small logo on sound gear trailer which will be towed across northern BC 	\$750	4
Blueberry	<ul style="list-style-type: none"> ● Business card sized ad in program ● Small logo on VYF website 	\$500	6
Tangerine	<ul style="list-style-type: none"> ● Business card sized ad in program 	\$350	6
Cabbage	<ul style="list-style-type: none"> ● Text with name of company in program 	\$200	6

- The vegetable and fruit level sponsorships match the levels of the fiddler players, with Asparagus being our most advanced players, and Cabbage being our youngest beginners.
- With 7 performances currently scheduled, we expect to play in front of at 1,600+ people
- Our 2023 promotional YouTube video had 3,700 views prior to our tour dates.
- Full page ads are approximately 7.5" x 4.75" and half page ads are approximately 3.75" x 4.75"