



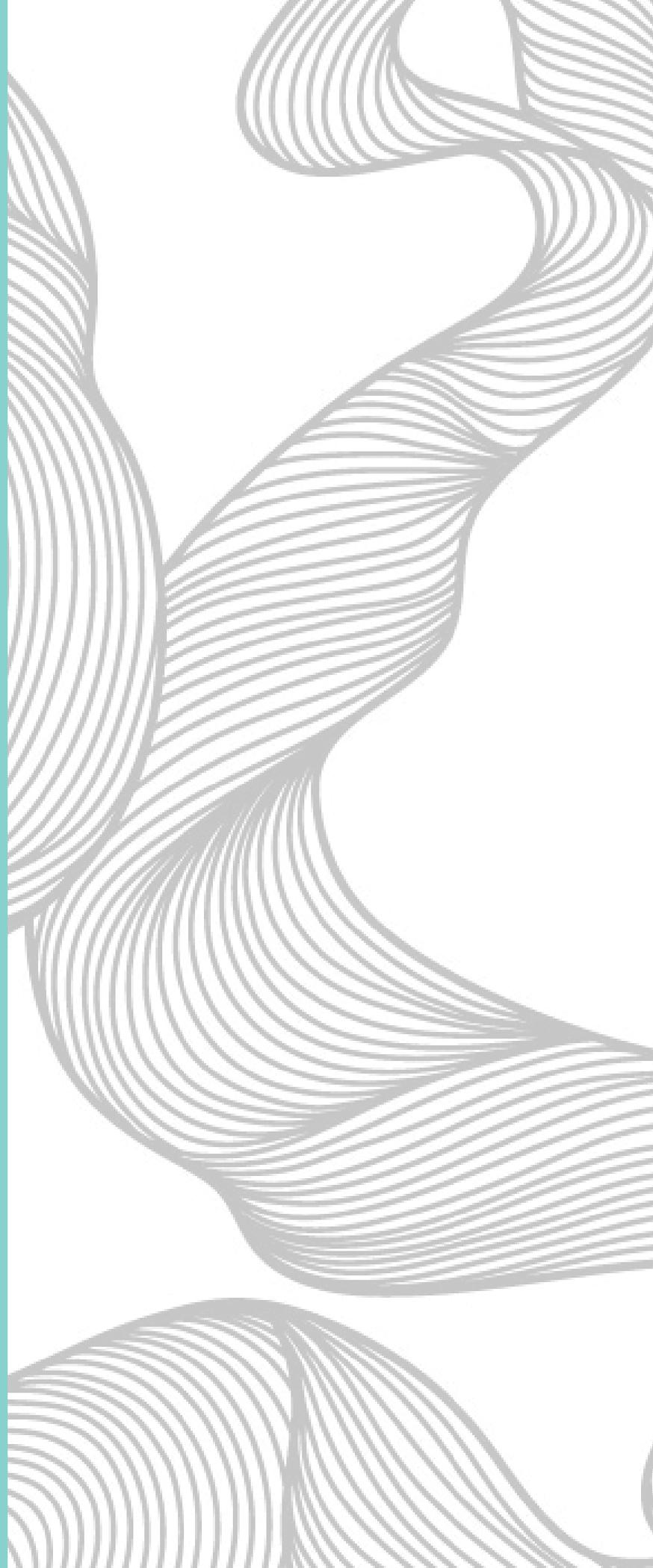
# CUR REN EN

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Information  
Package

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## ABOUT

**CURRENT:** An upscale, urban more-than-music festival showcasing local excellence in Winnipeg.

The festival was conceived as a love letter to Winnipeg. CURRENT will highlight the city's thriving visual art, culinary, beverage and music scenes and will be presented with an appreciation for good design, style and comfort.

CURRENT is compiling the best this city has to offer, in one place, for one weekend, every year. It is a festival for a community of people who share a love and appreciation for Winnipeg and who are also looking for an elevated, urban festival experience.

## APPROACH

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Everything CURRENT does is influenced and inspired by a sense of community -

from a fiercely local emphasis in its content, to a commitment to work with local experts whenever possible; CURRENT has created a team with exceptional talent.



Who doesn't love a great cocktail outdoors in the summer? The bar will include existing crowd favourites and new collaborations, all from local producers and suppliers. Not looking for alcohol? Not a problem. Coffee from a local shop, cool and refreshing fruit drinks, smoothies and delicious mocktails will be on offer, too. From morning until night, we'll have all your favourites available, from passionate local businesses.



What is a music festival without a great line-up? CURRENT is genre-inclusive and simply focused on presenting great musical talent. The line-up will leave you happy to have seen some favourites but also inspired by newly discovered artists. The stage will feature both well-known and up and coming Canadian talent; if you are a music-lover, you won't be disappointed.



We believe art enriches all of our lives and it will play an important and exciting role at the festival. Presented by the same team that has managed Nuit Blanche Winnipeg for the last several years, CURRENT will have an intentional focus on featuring visual art. Providing opportunities to escape and play, the art will be both interactive and inspiring.



Going beyond the usual food truck options CURRENT will feature a new food experience for festivals in Manitoba. Menus created by Winnipeg's best restaurants and chefs will be enjoyed in the shade of a beautifully designed food hall and dining room. Dining options will cater to everyone from the adventurous to the gluten-free, free of truck exhaust and generator noise.

## THE TEAM

Founded in 2012, Ethero has quickly become one of the best-known event planning and management firms in Winnipeg. The team specializes in outdoor events that require significant, temporary infrastructure and that showcase excellence in the not-for-profit and small business communities. Ethero's impressive resume includes signature, annual Winnipeg events like:



### Nuit Blanche Winnipeg

- "Art's one-night stand"
- Welcomes over 20,000 art lovers to 100+ events throughout the city



### Winnipeg Santa Parade

- Winnipeg's largest, longest-running outdoor event
- Over 60,000 people



### Table for 1200 More -

- "One of the world's longest dining tables"
- Pop-up dinner in a unique downtown Winnipeg location annually
- 1200 design-lovers



**Monica Derksen**  
*Festival Director*



**Jocelyne Nicolas**  
*Chief Operations Officer*



**Eric Olek**  
*Operations Director*



**Ben Kramer**  
*Eats Director*

Winnipeg chef Ben Kramer (Folk Festival, RAW:Almond alumni, Table for 1200 More) will be curating the food experience including a unique outdoor dining hall. Ben's love of everything local, and his strong reputation and relationships in the food industry precede him. His rare experience with outdoor, temporary kitchens and complicated cooking logistics make him a perfect match for an event like CURRENT.



**Michael Falk**  
*Sound Director*

For two decades, Michael Falk has been deeply involved in the Winnipeg music industry. He has gained experience booking and managing artists, most recently as the Artistic Director for Jazz Winnipeg. In combination with years of being a touring artist himself, Mike is perfectly placed to curate a line-up that highlights the best of Winnipeg, Manitoba, Canada and beyond.

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## Target Demographic

Age: 25-45

Annual household income: > \$100,000

- Willing to pay premium prices to support local ownership and higher quality products
- Active in the community and value a vibrant, urban lifestyle
- Prioritize spending their disposable income and free time on unique experiences that they can share with friends and post on Instagram

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## Attendees

Targeted attendance: 5000-7000 guests  
in the first year

- Seek affordable luxuries in their every-day life. Household items, fashion and preferred coffee shops are beautifully designed and make them feel superior in the association with high quality items and by knowing the owners of the businesses.
- Are freelancers and creatives and, even if they are corporate, they are not motivated by blind advancement or financial wealth but rather want to feel like their decisions and expertise is making the world a better place.

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## Partnerships and Marketing Strategy

Strong focus on targeted marketing and strategic partnerships to develop the brand and build a community.

- Partnerships with high-quality local businesses and chefs who will be featured at the event will align our brand with theirs and create affiliated trust to attract attendees
- Partnerships will also be formed to create co-produced events and pop-up contests. Some examples could include locally owned businesses like coffee shops, bars and restaurants and also activities/events/organizations like:
  - The Forks (**96.7k Instagram followers**)
  - Third + Bird Market (**44.4k**)
  - Downtown Winnipeg BIZ (**13.9k**)
  - Winnipeg Art Gallery (**11.7k**)

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## Social Media

- will be used to highlight what attendees can expect at the festival but will also show the behind-the-scenes story of creating a brand-new festival. It will invite the audience to be involved in the process and will give a feeling of ownership and participation from the beginning.

## To Winnipeg, With Love

A graphic consisting of two concentric circles. The outer circle is a dark teal color, and the inner circle is a lighter teal color. The contact information is centered within the inner circle.

**CONTACT**

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