

WILDSIGHT KIM/CRAN PRESENTS
STILLPOINT

SEPT. 17 - 19 · KIMBERLEY, BC

A NEW THREE-DAY FESTIVAL CELEBRATING
ART, NATURE, COMMUNITY, AND THE CHANGING OF THE SEASONS

STILLPOINT AMBASSADOR TOOLKIT

Help us build something meaningful.

Stillpoint was never meant to be built for the community,
it was meant to be built with the community.

Thank you for helping us share this vision. Whether you introduce one business or ten, invite a friend,
or simply spread the word, you're helping create something special.

Every conversation matters.

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1. WHAT TO SHARE

Attach:

- [Sponsorship - At A Glance](#)
- [Sponsorship - Package](#)
- [Sponsorship - Tiers Detailed](#)

Direct people to:

- Intro to Stillpoint video: <https://vimeo.com/1213716475?share=copy&fl=sv&fe=ci>
- Website: wildsight.ca/stillpoint
- Instagram: [@stillpointfest](https://www.instagram.com/stillpointfest)

Stillpoint experiences tickets go on sale July 31 [here](#)

The poster features a background of layered mountain ranges in shades of blue and purple, suggesting a sunset or sunrise. The text is centered and uses a mix of pink, orange, and yellow colors.

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2. FINDING GREAT PARTNERS

Start with people you know. Think about:

- Local businesses
- Friends & family
- Businesses that care about community, arts, the outdoors, or the environment
- Employers & Clients
- Companies where someone you know works

We're looking for partners whose values align with Wildsight and Stillpoint.

We'd rather have lots of community sponsors than only a few large ones.

Of course we're looking for major sponsors. But we're equally excited about businesses who may never have sponsored something before. Sometimes those are the partnerships that grow the most.

If you're unsure about a company, just ask Sparta before reaching out.

3. TIPS FOR GREAT CONVERSATIONS

Make it personal.

One sentence about why you thought of them is worth more than a long email.

Start with people you know.

Warm introductions almost always work best.

Believe in what you're sharing.

If you genuinely believe in Stillpoint and Wildsight, you're not asking for a favour, you're inviting someone to be part of something meaningful.

Follow up once.

People are busy. A friendly follow-up a week or two later is always okay. After that, let it go.

Don't take "no" personally.

Sometimes budgets are full. Sometimes the timing isn't right. Sometimes there are reasons you'll never know. Thank them for their time and move on. No hard feelings.

Think beyond owners.

Employees, friends, and family can often open doors.

What if two people contact the same business?

Great! It shows there's genuine excitement around the festival. We'll coordinate from there.

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4. WHY THIS MATTERS

**We're not just asking businesses to sponsor an event.
We're inviting them to invest in our community.**

Their support helps:

- Create free programming for everyone
- Support local musicians, artists, filmmakers, and performers
- Strengthen local businesses and organizations
- Bring visitors to Kimberley
- Support Wildsight's environmental education, conservation, and regeneration work

The impact doesn't stop with us, it ripples throughout the community.

If people come for Stillpoint, they'll stay in our hotels, eat in our restaurants, shop in our stores, and discover everything our region has to offer.

That's what makes this festival different.

ONE FUNDRAISER. MULTIPLE IMPACTS. SHARED BENEFIT.

4. OUTREACH TEMPLATES

Below you'll find templates for:

1. [Ambassador Sponsor Outreach Letter/Email](#)
2. [Board/Staff Sponsor Outreach Letter/Email](#)
3. [Friends, Family & Close Connections Email/Text](#)
4. [Social Media DM/Text message](#)

Simply copy, paste, and personalize/remove the highlighted sections, or adjust if you'd like, before sending.

Adding a sentence or two about why you thought of that person or business will make your message much more meaningful.

**These are tools, as long as the content is factual,
we're happy for you to speak in your own voice!**

The background of the header is a scenic image of mountain ranges under a soft, hazy sky. The text is overlaid on this image.

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1. Ambassador Sponsor Outreach Letter/Email

Subject: A community partnership opportunity I thought you'd be interested in

Hi [Name],

I wanted to share an opportunity that I thought would be a great fit for [Business Name].

Wildsight Kimberley Cranbrook is launching Stillpoint Festival, a new three-day community festival taking place September 17–19, 2026.

The festival features free programming, live performances, an expanded Farmers' Market, a downtown block party, and a unique mountaintop Banff World Tour Summit Screening and more — all while exploring themes of wildfire, resilience, and our connection to nature.

I immediately thought of your business because [personalize this sentence].

I've attached a sponsorship overview and package. If you're interested in learning more about becoming involved, please connect with **Sparta Humphreys at Wildsight Kimberley Cranbrook**.

Sparta is coordinating sponsorship and would be happy to discuss opportunities, prize donations, in-kind support, or other ways to get involved.

Sparta Humphreys, Fundraising Coordinator

kimcranfundraise@wildsight.ca

604-213-2524 (text is best to setup a call)

I hope you'll consider being part of bringing this exciting new community event to life.

Best,

[Your Name]

P.S. Tickets for Stillpoint experiences go [on sale July 31](#), and more details about the festival can be found at the [Stillpoint Website](#) and on [Instagram](#).

The background of the header is a scenic image of mountain ranges under a sunset or sunrise sky. The text is overlaid on this image.

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2. Board/Staff Sponsor Outreach Letter/Email

Hi [Name],

As a [Current/Past] [Board Member/Staff Member/Contractor] with Wildsight Kimberley Cranbrook, I've had the opportunity to see firsthand the impact this organization has in our community. From environmental education and conservation to community initiatives that bring people together, Wildsight continues to create meaningful, lasting change, and that's one of the reasons I'm proud to be involved.

That's why I'm excited to share **Stillpoint**, a new three-day community festival taking place September 17–19, 2026.

The festival features free programming, live performances, an expanded Farmers' Market, a downtown block party, and a unique mountaintop Banff World Tour Summit Screening and more — all while exploring themes of wildfire, resilience, and our connection to nature.

I immediately thought of [Business Name] because [personalize this sentence].

I've attached a sponsorship overview and full sponsorship package if you'd like to learn more. Sparta is coordinating sponsorships and would be happy to chat if you have 15 minutes over the next couple of weeks.

Sparta Humphreys, Fundraising Coordinator
kimcranfundraise@wildsight.ca
604-213-2524 (text is best to setup a call)

Thanks for considering being part of Stillpoint's inaugural year. I truly believe it's going to become something special for our community.

Best,

[Your Name]

P.S. Tickets for Stillpoint experiences go [on sale July 31](#), and more details about the festival can be found at the [Stillpoint Website](#) and on [Instagram](#).

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3. Friends, Family & Close Connections Email/Text*

Hey [Name],

I thought of you when I heard about this new festival Wildsight is putting together called Stillpoint. I'm helping by spreading the word and connecting them with people and businesses who might want to get involved. Check out their website wildsight.ca/stillpoint or the Instagram page [@stillpointfest](https://www.instagram.com/stillpointfest) for all the details.

I think it'd be a great fit for you (or your business), so I wanted to send along the sponsorship info. No pressure at all, I just thought this might be something you'd genuinely be excited about too!*

If you'd like to get involved, reach out to Sparta from Wildsight: kimcranfundraise@wildsight.ca or 604-213-2524

*If sending by text, just ask if you can email them the info.

4. Social Media DM/Text message

Hey! I'm helping Wildsight launch a really cool new festival called Stillpoint this September. I immediately thought of you because I think your business could be a great fit. Check out their website wildsight.ca/stillpoint or the Instagram page [@stillpointfest](https://www.instagram.com/stillpointfest) for all the details.

Would it be okay if I emailed you the sponsorship information? 😊

Whether you make one introduction or twenty... Whether someone says yes or no...

Thank you.

Stillpoint will only happen because people believed in it enough to share it.

Let's build something meaningful together.

Sparta Humphreys, Fundraising Coordinator
Wildsight Kimberley Cranbrook
kimcranfundraise@wildsight.ca
604-213-2524