




Thank you!

Sled Island

PHOTO: JARRETT EDMUND



THANK YOU FOR BEING A PART
OF SLED ISLAND 2022! THIS
YEAR'S FESTIVAL WOULDN'T
HAVE BEEN POSSIBLE WITHOUT YOU.
WE CAN'T WAIT TO SEE YOU IN 2023!

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PHOTO: SHANNON JOHNSTON

A photograph of a diverse crowd of people at a music event, overlaid with a red tint. The text is positioned on the left side of the image. The background shows people in various poses, some with their arms raised, and a person in the foreground wearing a mask and sunglasses.

PROGRAMMING HIGHLIGHTS

35,000+ PEOPLE AT **24+** VENUES

118 EVENTS, INCLUDING **92** MUSIC EVENTS, **3** COMEDY EVENTS,
3 FILM EVENTS, **2** VISUAL ART EVENTS, **9** SPECIAL EVENTS AND
9 CONFERENCE EVENTS

46 ALL-AGES EVENTS

864 TOTAL ARTISTS, INCLUDING **245** BANDS (COMPRISED OF **839**
INDIVIDUAL ARTISTS), **12** COMEDY ACTS, **3** FILMMAKERS AND
13 VISUAL ARTISTS

741 ARTISTS FROM CANADA, INCLUDING **384** FROM ALBERTA AND
298 FROM CALGARY

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PHOTO: JARRETT EDMUND

A photograph of three people standing in front of a building. On the left is a man wearing a grey baseball cap, a white face mask, and a blue t-shirt with 'SLED' printed on it. In the center is a woman with glasses and a black face mask, also wearing a blue t-shirt with 'SLED' printed on it. On the right is a woman with long brown hair wearing a blue patterned face mask and a denim jacket over a blue t-shirt with 'SLED' printed on it. The background shows a building with posters, including one that says 'DANDY CANS ON SPECIAL' and another that says 'PROTECT IT!'.

COMMUNITY HIGHLIGHTS

152 SPONSORS AND COMMUNITY PARTNERS

292 VOLUNTEERS AND **3,631** VOLUNTEER HOURS

16.2K FACEBOOK FOLLOWERS, **16K** TWITTER FOLLOWERS,
13.8K INSTAGRAM FOLLOWERS AND COUNTING

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PHOTO: EM MEDLAND-MARCHEN

ARTIST DEMOGRAPHICS

52% OF BANDS/ARTISTS FEATURED AT LEAST ONE RACIALIZED MEMBER

18% OF BANDS/ARTISTS FEATURED AT LEAST ONE INDIGENOUS MEMBER

66.5% OF BANDS/ARTISTS FEATURED AT LEAST ONE NON-MALE IDENTIFYING MEMBER

44.5% OF BANDS/ARTISTS FEATURED AT LEAST ONE MEMBER WHO IDENTIFIED AS LGBTQ2S+

4.9% OF BANDS/ARTISTS IDENTIFIED A MEMBER AS BEING PART OF ANOTHER EQUITY SEEKING GROUP

6.9% OF BANDS/ARTISTS HAD AT LEAST ONE MEMBER WITH A DISABILITY

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PHOTO: SHANNON JOHNSTON

MEDIA HIGHLIGHTS

126 ITEMS OF PRINT, ONLINE AND RADIO COVERAGE, 838K ESTIMATED COVERAGE VIEWS AND 3.24K SOCIAL ENGAGEMENTS

"THE ARTISTS OF SLED ISLAND 2022 COVERED VAST GROUND WITH REGARD TO GENRE, STATURE AND GEOGRAPHY, BUT ALL CONJURED NOTHING SHORT OF SHEER DEVOTION FROM EVERY SINGLE CROWD. THE AUDIENCES WERE UNIFORMLY INTENSE AND EAGER."

— EXCLAIM!

"I WAS LUCKY ENOUGH TO BE ABLE TO GO AND SEE AROUND THIRTY DIFFERENT ACTS PERFORM (I AVERAGED ABOUT 7.5 HOURS OF LIVE MUSIC PER DAY). IT WAS AN EXCELLENTLY CURATED FESTIVAL, SHOWING OFF THE BEST THAT CANADIAN MUSIC HAS TO OFFER."

— POST TRASH

"OVERALL, REGARDLESS OF VENUE, SLED ISLAND HELD MINI PARTIES FOR MUSIC LOVERS ALL OVER DOWNTOWN. FROM COUNTRY TO INDIE, MUSIC TOOK OVER THE CITY AS PEOPLE WERE GLAD TO BE BACK IN PERSON FOR LIVE MUSIC. AS ALWAYS, SLED ISLAND BROUGHT PEOPLE TOGETHER TO DISCOVER NEW MUSIC AND TO SUPPORT THEIR FAVOURITE EMERGING ARTISTS."

— NEXT

"A FESTIVAL OF THIS NATURE IS NOT ONLY UNIQUE IN EXECUTION BUT ALSO JUST COOL. IT'S FUN TO SAY THAT YOU WERE ABLE TO SPEND A NIGHT GOING AROUND THE CITY BEING INTRODUCED TO NEW SPOTS AND EXPLORING THE DIFFERENT MUSICIANS. IF YOU STILL THINK CALGARY IS COWBOY COUNTY WITH NOTHING TO OFFER EXCEPT FOR THE STAMPEDE, YOU'RE MISSING OUT ON ONE OF THE MOST EXCITING EVENTS THAT COULD HAVE TAKEN PLACE. NEXT YEAR, IF YOU'RE LOOKING FOR AN EXCUSE TO LISTEN TO INCREDIBLE LIVE MUSIC, MEET AN INTERESTING CAST OF CHARACTERS AND SIMPLY HAVE A GOOD TIME, BUY YOURSELF A PASS TO SLED ISLAND. IT WILL BE WORTH IT, NO QUESTIONS ASKED."

— THE GAUNTLET

"AFTER SITTING BACK FOR TWO YEARS, SLED RETURNED WITH A VENGEANCE. JOY HUNG IN THE AIR IN DOWNTOWN CALGARY THIS JUNE — SLED IS BACK, AND CALGARY FEELS ELECTRIC ONCE AGAIN. SEE YOU IN 2023."

— CUPS N CAKES

"SLED ISLAND BUILT BRIDGES BETWEEN CALGARY AND THE REST OF THE WORLD."

— EXCLAIM!

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PHOTO: ERIN PROUT