


A vibrant, low-angle shot of a person being crowd-surfed at a concert. The person is lying horizontally, wearing a striped crop top and dark pants, with their arms raised. A large white sneaker is prominently visible in the foreground. The crowd below is dense, with many hands reaching up. The background shows a bar area with Budweiser signs and a Canadian Theatre logo on the wall.

Thank you!

**Sled
Island**

Presented by  connectFirst
credit union

PHOTO: SHANNON JOHNSTON

A photograph of a musician playing a guitar on stage at the Sled Island 2023 festival. The musician is seen from the back, wearing a dark t-shirt and shorts. In the foreground on the left, the back of a drummer in a blue tank top is visible. The stage is lit with blue light, and a large, dense crowd of festival-goers fills the background. The text "THANK YOU FOR BEING A PART OF SLED ISLAND 2023! THIS YEAR'S FESTIVAL WOULDN'T HAVE BEEN POSSIBLE WITHOUT YOU. WE CAN'T WAIT TO SEE YOU IN 2024!" is overlaid in white, bold, sans-serif font.

THANK YOU FOR BEING A PART OF
SLED ISLAND 2023! THIS YEAR'S FESTIVAL
WOULDN'T HAVE BEEN POSSIBLE WITHOUT YOU.
WE CAN'T WAIT TO SEE YOU IN 2024!

**Sled
Island**

Presented by  connectFirst

PHOTO: SEBASTIAN BUZZALINO

PROGRAMMING HIGHLIGHTS

OVER **32,000** PEOPLE AT **20** VENUES

93 EVENTS, INCLUDING **74** MUSIC EVENTS, **2** COMEDY EVENTS,
1 FILM EVENT, **2** VISUAL ART EVENTS, **8** SPECIAL EVENTS,
AND **6** CONFERENCE EVENTS

27 ALL-AGES EVENTS

833 TOTAL ARTISTS, INCLUDING **229** BANDS (COMPRISED OF **803**
INDIVIDUAL ARTISTS), **6** COMEDY ACTS, **5** FILMMAKERS AND
20 VISUAL ARTISTS

726 ARTISTS FROM CANADA, INCLUDING **344** FROM ALBERTA
AND **278** FROM CALGARY

**Sted
Island**


Presented by  connectFirst
credit union

PHOTO: ALLISON SETO

COMMUNITY HIGHLIGHTS

145 SPONSORS AND COMMUNITY PARTNERS

275 VOLUNTEERS AND **3,828** VOLUNTEER HOURS

16.4K FACEBOOK FOLLOWERS, **15.5K** TWITTER FOLLOWERS,
15.8K INSTAGRAM FOLLOWERS AND COUNTING

3.58M IMPRESSIONS AND **61.2K** INTERACTIONS ACROSS ALL SOCIAL
PLATFORMS (ANNUAL NUMBERS)

**Sled
Island**


Presented by  **connectFirst**
credit union

PHOTO: ALLISON SETO

ARTIST DEMOGRAPHICS

40.2% OF BANDS/ARTISTS FEATURED AT LEAST ONE RACIALIZED MEMBER

14.9% OF BANDS/ARTISTS FEATURED AT LEAST ONE INDIGENOUS MEMBER

59.8% OF BANDS/ARTISTS FEATURED AT LEAST ONE NON-MALE IDENTIFYING MEMBER

39.7% OF BANDS/ARTISTS FEATURED AT LEAST ONE MEMBER WHO IDENTIFIED AS LGBTQ2S+

10.9% OF BANDS/ARTISTS HAD AT LEAST ONE MEMBER WITH A DISABILITY

**Sled
Island**

Presented by  connectFirst
credit union

PHOTO: JESSE GILLET

MEDIA HIGHLIGHTS

117 ITEMS OF PRINT, ONLINE AND RADIO COVERAGE, 540K ESTIMATED COVERAGE VIEWS REACHING AN AUDIENCE EXCEEDING 50 MILLION

"WHETHER IT WAS HARDCORE, EXPERIMENTAL, ELECTRONIC, INDIE, ROCK, JAZZ OR HIP-HOP, EVERY NICHE HAD A GAGGLE OF EAGER FANS. FOR THOSE WEARING BOOTS AND ALL BLACK, THERE WERE PLENTY OF SWEATY MOSH PITS TO THROW THEMSELVES INTO, AND FOR THOSE WANTING A QUIETER EXPERIENCE, CENTRAL UNITED CHURCH HOUSED A LINEUP OF MORE CONTEMPLATIVE ACTS. IF THE WIDE RANGE OF MUSIC WASN'T ENOUGH, THERE WAS ALSO THE RAMSAY BLOCK PARTY, AN ARTIST SHOWCASE, A MOBILE SKATEPARK, PIG ROAST, AND THE LIST GOES ON — SLED IS TRULY A COMMUNITY CELEBRATION."

—EXCLAIM!

"ANOTHER SLED YEAR IN THE BOOKS AND THIS ONE FELT PARTICULARLY SUCCESSFUL. EVERYWHERE I WENT, SHOWS WERE PACKED, PEOPLE WERE STOKED, AND THE FESTIVAL CONTINUED TO CEMENT ITSELF AS ONE OF THE BEST GEMS IN CALGARY'S PACKED SUMMER FESTIVAL SEASON."

—RANGE

"THE VIBRANT CITY OF CALGARY IS ONCE AGAIN SET TO EMBRACE AN EXHILARATING CONVERGENCE OF MUSIC, ART AND COMMUNITY SPIRIT AS THE HIGHLY ANTICIPATED SLED ISLAND MUSIC FESTIVAL RETURNS FOR ANOTHER REMARKABLE YEAR. THIS ANNUAL EXTRAVAGANZA, KNOWN FOR ITS ECLECTIC BLEND OF GENRES AND BOUNDARY-PUSHING PERFORMANCES, HAS ESTABLISHED ITSELF AS A CULTURAL LANDMARK, DRAWING ARTISTS AND ENTHUSIASTS FROM AROUND THE GLOBE."

—CALGARY JOURNAL

"SINCE ITS INCEPTION IN 2007, THE FESTIVAL HAS REMAINED TRUE TO ITS ROOTS, BOASTING A MUSICAL KALEIDOSCOPE OF ARTISTS ACROSS GENRES WHO TRANSFORM CALGARY'S DOWNTOWN CORE INTO A SLAPDASH VENUE-HOP, REPLETE WITH MARQUEE NAMES AND UNDISCOVERED GEMS JAM-PACKED INTO VENUES RANGING FROM 1800-SEATER OPEN THEATRES TO CHURCHES AND VETERAN'S CLUBS."

—THE NEW LOFI

**Sled
Island**

Presented by  **connectFirst**
credit union

PHOTO: EM MEDLAND-MARCHEN