



Mummers Festival

20 Partnership
19 Package

2019 Mummers Festival

November 30 to December 18

Mummers Parade

Saturday, December 14th





Table of Contents

About Mummering	4
Awards and Recognition	5
Festival by the Numbers	6
About the Mummers Festival	7
Why Sponsor?	8
Sponsorship Categories	9
Social Media	10
Live Broadcasting	11
Fan Reaction	12
In The Press	13
Festival Posters	14
Past Sponsors	15
Past Events	16
CONTACT US!	17



Mumming in Newfoundland and Labrador describes the old Christmastime practice of visiting several homes throughout an evening while dressed in a disguise. Groups of oddly dressed friends will piece together their disguises using whatever they have around their homes. They might change their walk, talk, shape, or size—whatever it takes to make them unrecognizable to the hosts of the homes they visit. Once the hosts guess who the mummers are, they take off their masks and stay for a party. Then the mummers go to another house...and another house....and another.

For over 300 years, local merrymaking has flourished. Now mummering is considered one of Newfoundland and Labrador's most unique and colourful traditions. The mummer is a symbol of the Province's fun-loving spirit and is tied deeply to a sense of who we are.

It is unique. It is wonderful. It is downright bizarre!

Mummers in Newfoundland and Labrador have been tracking slush and snow into homes for generations. Children who were once amazed or terrified of the masked strangers enter adulthood and go on to carry on the same customs. Though mummering has stood the test of time, that doesn't mean it has stayed the same. As an evolving tradition, mummering's customs relate to the past, but are changing to take on new shapes that suit the interests and needs of each generation. In order for individuals to use mummering to express their own cultural identity, this evolution is necessary. Like many other Christmas traditions, mummering brings family and friends together.



**2015
EVENT OF THE YEAR
(City of St. John's)**

**2012
COMMUNITY
INVOLVEMENT AWARD
(NL Historic Sites Association)**

**2011
CULTURAL TOURISM AWARD
(Hospitality NL)**

**2011
Mummering designated as a
DISTINCTIVE CULTURAL TRADITION
(Government of NL)**

**Awards &
Recognition**



Festival By The Numbers

10
Year
History

92
Ugly
Sticks

10
Venues

33
Hired Artists
& Performers

38
Community
Supporters
& Sponsors

3
Weeks
Of Events

5520
Facebook
Followers

1000+
Volunteer
Hours

50
Volunteers

Lots of
42"
Bras!

8
Board of
Directors

100s of
mummers &
jannies

5000
Estimated
Attendance

10
School
Visits

28 Free
Events

About Us

Our Mandate

To produce festivals for the purpose of education, charity, cultural promotion, community engagement and advancement of the public's understanding and appreciation of Newfoundland and Labrador folk traditions related to mummering and Christmastime practices; and to assist in the transmission of these folk traditions through participation by the public and tradition-bearers in such festivals and related forums, lectures, workshops, performances and public events.

Our Goal

The Mummerns Festival aims to promote the continuance and evolution of traditional arts and performance by encouraging active participation in mummering activities. All events are designed to equip the public with skills and knowledge about mummering so that they can better participate in our Parade day events and, it is hoped, the house-visiting traditions that occur during the twelve days of Christmas.

Our History

The Mummerns Festival was initially a joint initiative with the Intangible Cultural Heritage division of the Heritage Foundation of Newfoundland and Labrador and Memorial University's Folklore Department. The initiative began in 2009 with the intention of passing along a well-researched model to a community group who would continue organizing the Mummerns Festival. That year, the Festival included 16 free community events throughout the month of December. In 2010 a Mummerns Festival community group was established and run entirely by volunteers. In 2011, the Mummerns Festival incorporated as a nonprofit entity. The Festival is going into its 10th year.

The Mummerns Festival is a participant-focused, community-based festival that encourages the celebration of mummering traditions. Each year, the Mummerns Festival hosts events over the first few weeks of December leading up to its crowning event, the Mummerns Parade. Workshops, public forums, lectures and school programming act a educational and momentum-building events for Parade Day. Like many other Christmas traditions, mummering brings together families, friends and strangers alike to create a sense of community. The Mummerns Festival and Parade is the biggest celebration of this 300 year old tradition.

Why Sponsor?

10 years of mummer excellence!
Over 5000 participants
Largest event ever at The Rooms
More than 20 Events a year
50+ volunteers each year
National and international attention
Largest collection of 42" Bras



Your support helps our efforts to keep Newfoundland and Labrador's most fun-loving tradition alive and strong!

Sponsorship is like a Christmas gift to your community. Your help will be felt by the families and friends that attend.

The Mummers Festival generates a lot of buzz at a very special time of year. As a sponsor, you will be associated with some very resonant Newfoundland imagery and experiences.

The Mummers Festival is a staging ground for the expression of Newfoundland pride. Our events produce unforgettable memories and induce some impressive natural highs. Your support will be linked to those exceptional experiences.

MUMMERS FESTIVAL sponsorship categories

Platinum Pillowcase
Sponsor
\$5000+



Golden Veil Event
Sponsor
\$2500+



Silver Sou'wester
Sponsor
\$1000+



Bronze Brassiere
Sponsor
\$500+



Sponsor logo on Festival banner (at all events)



Sponsor logo and link in Festival newsletters



Sponsor logo and link on website



Sponsor logo on printed materials (5000 postcards. 500 posters)



Poster Only

Front page sponsor logo and link on website



X

X

Customized Social Media posts over Festival season

3 posts

2 posts

1 post

1 group post

Q & A Video Interview during Facebook Live Broadcast of Parade



X

X

Mummers Parade banner logo



Mummers Parade banner logo placement

Top

High

Medium

Lower

Emcee acknowledgement at events

All Events

Select Event

Some Events

Some Events

Speaking opportunities at events

All Events

Select Event

X

X

Opportunity to display your own banner at select events



X

X

Employee group volunteering opportunity with customized post



X

X

Sponsor logo on Facebook Live Broadcast of Parade



X

X

Sponsor logo on Television Advertising



X

X

X

Sponsor mention in Radio Advertising



X

X

X

Top placement of brand logo on promotional materials



X

X

X

Naming rights to a select Mummers Festival event



X

X

X

Naming rights to a select Mummers Festival workshop

X



X

X

Live Broadcasting

Marilyn Coish · 21:42 Hello from Newfie in England..will be back next summer

Linda Sullivan · 14:02 Hello from Washington state, me mother was a Newfoundlander from Cape Broyle

Sheila Savory · 50:00 Hi from fort mcmurray

Cathy Ferg · 1:11:51 Great fun! Watching from Saskatchewan, grew up around da corner on Pennywell Rd.

Sinead Ni M · 11:46 Hello from Ireland

Maude Pittman · 39:28 Merry Xmas from sops arm

Jenn Welshman · 7:57 Nice to see the Fortune Mummers!!!
Hello from Marystown on the Burin Peninsula

Jennifer Walsh · 13:37 Hi from Alberta !!

Ed Harris · 39:00 Auckland New Zealand

Doris Randell · 10:39 Merry Christmas from British Columbia.

Sandra Moore · 9:04 Hello from Wasaga Beach Ontario

Eric Wakeham · 12:47 Hi from New York , USA

Sammy O'Keefe · 11:52 Loving watching !! Hoping to join the parade next year 🍀

Sabrina Kranenburg · 39:18 Watching from Dartmouth, NS.
Looking forward to coming home soon!

Darrell Dye · 29:19 Hello from Kelowna BC! Wish I was there, am in spirit and I guess live in Facebook. Merry Mummer Christmas to all my friends there. Love to you all this holiday season.

Maude White · 41:07 Hi from Da Birds eye Restaurant in St Bride's NL

Live from the Mummers Festival, our Facebook Live broadcast reaches over 10,000 users from all over the world. Some sponsors are given the opportunity for a live interview during the Parade. Pictured here, the talented Elling Lien takes to the streets in a very peculiar costume and walks the entire Mummers Parade from start to finish, engaging with his fellow mummers along the way. In this live stream we get to see people rigging up in disguises, we hear families talk about their favorite annual tradition, and we speak with sponsors who express their support for the Festival.



Paul G. Kelly Can't wait it's always a blast, it seems to get bigger and better each year.

Unlike · Reply · Message · 1 · December 8, 2016 at 9:59pm



Benneth Latham My friend Ethel and I had the best time ever!! People get out and join the fun!! It is awesome!!

Like · Reply · Message · December 6, 2016 at 7:20am



Beverley Leloche-Skanes · 5:52 This is my favourite event during the Christmas season. What a time!

Like · Reply · Message · December 11, 2016 at 1:49am



Kyle John Whyte · 9:53 The true meaning of Christmas!

Like · Reply · Message · 1 · December 10, 2016 at 2:25pm



Joy Walsh Hugly sticks and jam jams .what else could you want.?

Unlike · Reply · Message · 1 · November 22, 2016 at 6:15pm



Simone Gibbons Another reason why I'm so proud to be a Newfie . This is awesome 🤔👍👍👍

Unlike · Reply · Message · 2 · November 23, 2016 at 11:27pm



Deborah Jackman ▶ **Mummers Parade**

October 30, 2016 · 🌐

I LUVS the mummers Parade!!! i missed it last year! Not this year! No Way!!



Barbara Isaacs Roberts · 1:54 Busy little beavers....what a great experience for the children in particular

Like · Reply · Message · December 5, 2016 at 6:32pm



Barbara Foster Love it!! Nice to see the old tradition being kept alive.

Like · Reply · Message · 1 · December 11, 2016 at 6:50pm



Jacqueline Dawe Think I just saw someone pop a peppermint knob in their gob lol

Unlike · Reply · Message · 1 · November 29, 2016 at 1:23pm



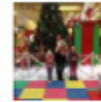
Heather French It will be wild!

Unlike · Reply · Message · 1 · December 4, 2016 at 1:17pm



Neta Kelloway Great pictures; great time. It did the heart good to see all the people put in the streets smiling from ear to ear, especially the elderly.

Like · Reply · Message · December 12, 2016 at 11:17pm



Karen Bond

December 8, 2016 · 🌐

Wouldn't miss it.



Wanda Lundrigan · 0:00 Was great, I took dad to the parade

Like · Reply · Message · 2 · December 10, 2016 at 7:06pm



Michelle Penney-Rowe · 3:07 Awesomeness. What great crowd!! My boy is mummering there somewhere with the @AtlanticBoychoir. I'm working today so THANK YOU for live video!

Like · Reply · Message · 2 · December 10, 2016 at 2:50pm



Paula Ryan · 3:35 Proud to be a newfoundlander

Like · Reply · Message · 1 · December 10, 2016 at 2:19pm



Mary Quinlan Went last year, had a blast.

Unlike · Reply · Message · 1 · November 2, 2016 at 1:01pm



The Salvation Army Thrift Store - Canada We are happy to support such a great community initiative!

Unlike · Reply · Message · 4 · December 10, 2016 at 11:49am



Billy Street

November 10, 2016 · Toronto, ON · 🌐

I would love to be down for this. Though my wife says she will have nightmares. LOL!



Dianne Don Legge · 27:23 Did a lot of mummering in my young days, great to see it back, at least in some form. Don

Like · Reply · Message · 3 · December 10, 2016 at 2:43pm



Julia Bloomquist The 8th one already!? Wow! Fantastic poster btw ♥♥♥ Can't wait for the parade and all the events leading up to it!

Unlike · Reply · 2 · November 19, 2016 at 9:10am



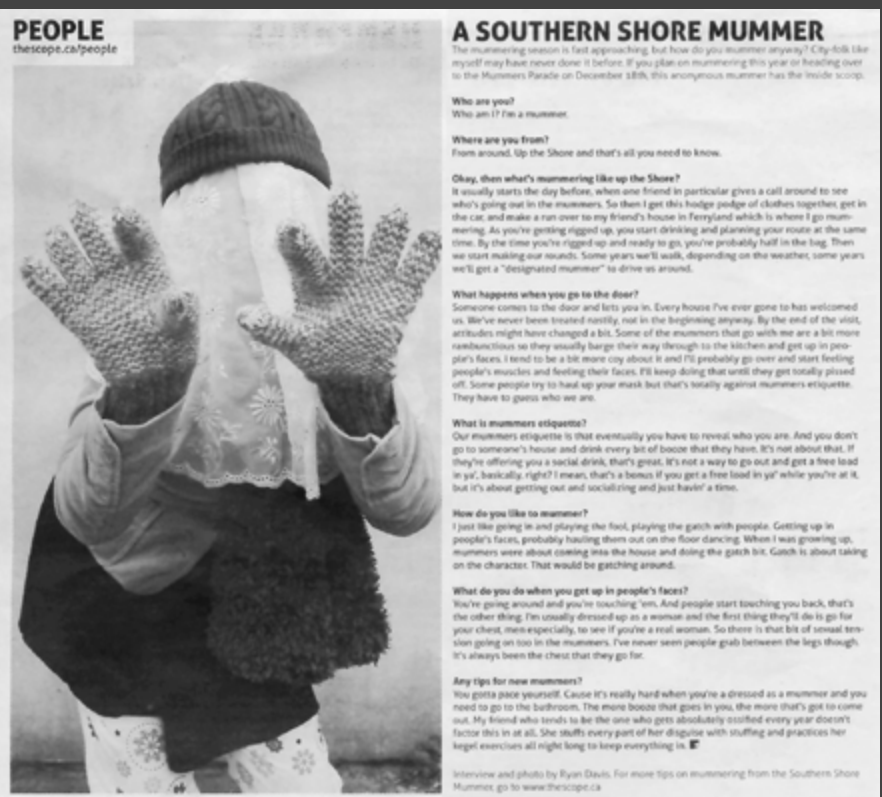
Jaehong Jin shared JJ Photolab's album.

December 11, 2016 · 🌐

Thanks to all participants, murmmers, visitors, photographers, police officers, and the weather. It was a fantastic parade! See you all next year!

Fan Reaction





Mummers make quite the racket and each year the media notices. We are frequently featured in international, national, and local publications.

- The New Yorker**
- CNN**
- The Guardian**
- The Walrus**
- The Globe and Mail**
- Toronto Star**
- Atlas Obscura**
- Hakai Magazine**
- Philadelphia Inquirer**
- Courrier International**
- Newfoundland Telegram**
- Radio Canada**
- Research Matters**
- Downhome Magazine**
- Saltscapes Magazine**
- CBC, NTV, VOCM**



The winter tradition of 'mumming', Newfoundland, Canada – in pictures

The custom of 'mumming' – in which groups of friends go from house to house, disguising their faces and playing the fool – has sprung back to life in...

THEGUARDIAN.COM | BY ELLIE VIOLET BRAMLEY



Mummer's the word

Parade and festival help keep quirky Newfoundland Christmas tradition alive

CHRISTIE BAIN
St. John's, N.S. — We are an anonymous, gender-bending spectacle disguised, not contained, even obscured by white veils and grotesque masks.

My 40D and I've been together for a couple of decades, but we're a shambolic joke. My "husky" "husband" (a bag of white and red fabric) is a shambolic joke. My "husband" (a bag of white and red fabric) is a shambolic joke. My "husband" (a bag of white and red fabric) is a shambolic joke.

The Jan. 2011 issue of the 2011 book *Any Moment: Travel and Christmas Mummery Tradition in Newfoundland and Labrador* is available for purchase.

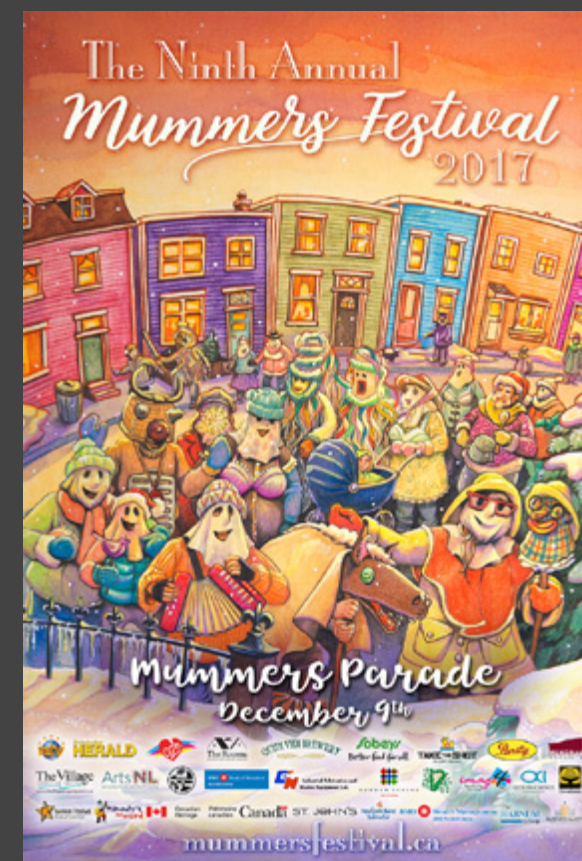
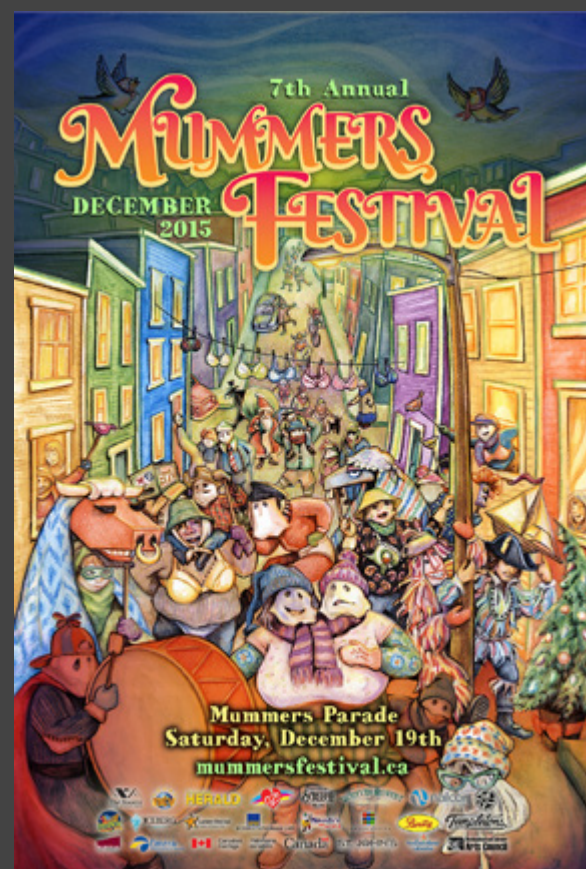
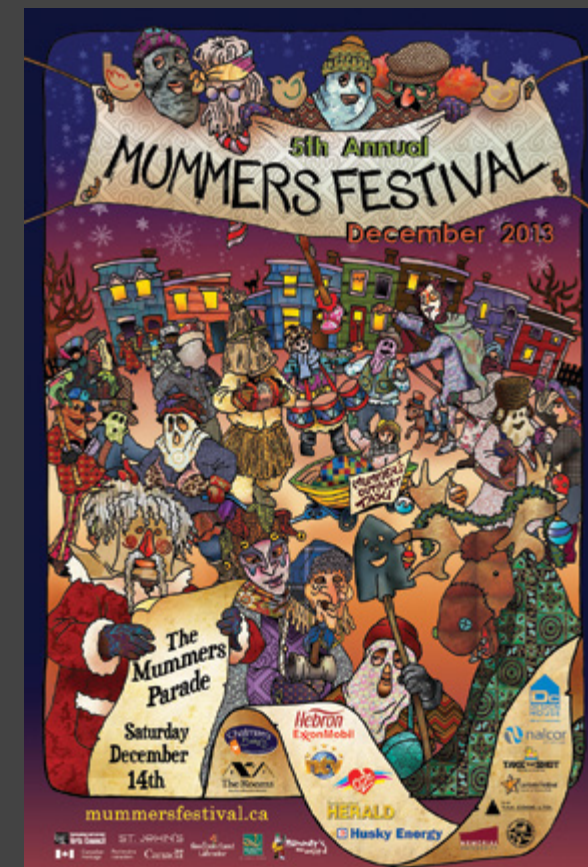


Return of the Mummies | Hakai Magazine

The people of Newfoundland and Labrador revive an eccentric tradition that's part Christmas, part Halloween, to celebrate the holidays.

HAKAIMAGAZINE.COM





Festival Posters



Past Sponsors

The Mummers Festival could not exist without the generous support of a proud, local community. A big, juicy, genuine thanks goes out to supporters who unite with us to help keep our time-honoured and colourful traditions alive!





Past Events

**Rig Up
Mummers Parade
Scuff 'n' Scoff**

Pot 'n Pan Kitchen Jam

Ugly Stick Workshops

Mini Mummers School Tour

Hobby Horse Workshops

Pouch Cove's Ribbon Rig Workshops

Finding Fools: Researching NL Fool Traditions

Unveiled: research and stories from "Any Mummers 'Lowed In?"

A Night of Mummering with Northern Ireland's Armagh Rhymers

Mumming in Northern Ireland: a documentary and talk with the Armagh Rhymers

Armagh Rhymers at the Inn of Olde: a night of performance, music, and recitation

"Fool's Paradise": a public forum about the NL Fool Traditions

Newfoundland Mummers Play and Pocket Mummers

Mini Mummers and Festival Fashion

Box and Bird Mask Workshop

Christmas Bull Workshops

Mummer-oke!

**A Mummers Play
Mummer Mayhem**

Making Mummers Masks

Mummers Dozen Pub Crawl

Ship (Hat) of Fools Workshops

Nalujuk Night: a public forum

Mummering Past and Present: 3 lectures

The Philadelphia Mummers Parade: a lecture

Mummers Parade Concert and Mummers Jam

"How Do You Mummer Anyway?: a public forum with mummers

Mummers and Murder: reinvestigating the death of Isaac Mercer

Visions & Visitors: Media Images of Christmas Mumming in Newfoundland

Framing Festivals: a photographer's perspective

Mummer Movies: CBC's Land & Sea Mummers

Hark What's the Noise: a display of mummer craft

Mummers and Masks: a mummers film

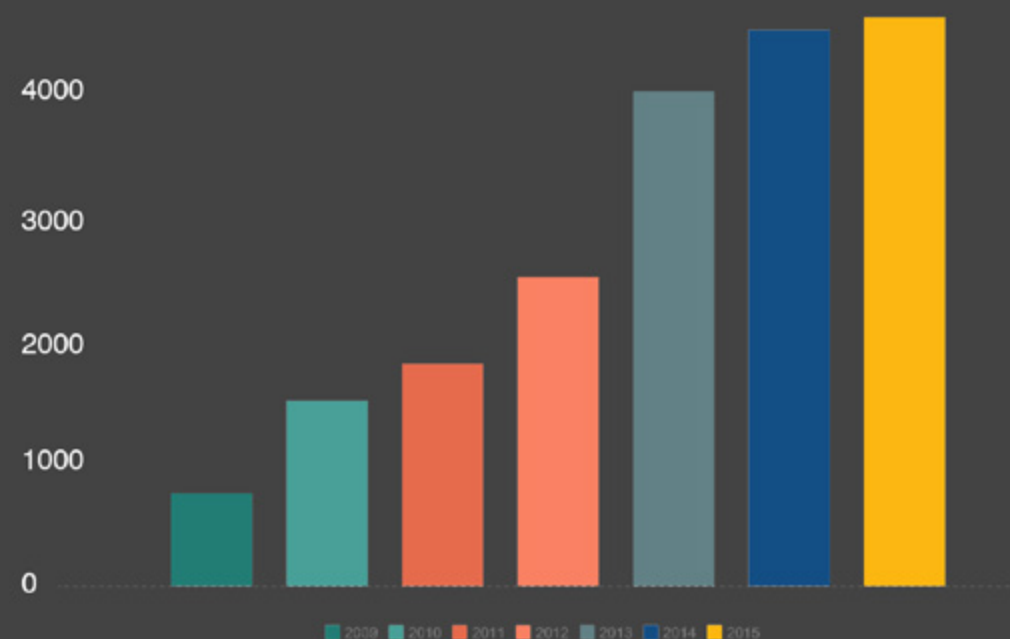
Mummering Today: a lecture

Mummering Memories

Pocket Mummer Workshop

Janney Film Night

Attendance Growth



Mummers Parades in Newfoundland

Since the advent of the Mummers Festival in 2009, at least 16 other communities in the province of Newfoundland & Labrador have started their own mummers parades or walks.

For a tradition that is supposedly "dying out", mummer-themed community events help reinvigorate mummering and ensure that youth are exposed to the finer details of the tradition.

Our Festival inspires other communities to take ownership of their own traditions making them relevant for the next generation.





Who Are We?

Board of Directors

Stephen Quinton, President
Andrea O'Brien, Vice President
Jenny Quilliam, Treasurer
Maria Lear, Secretary
Terra Barrett, Director
Beth Saunders, Director
Lynn McShane, Director
Patti Hamilton, Director

Contact Us!

Email: info@mummersfestival.ca

PO Box 601, Stn. C
St. John's, NL
A1C 5K8

mummersfestival.ca