



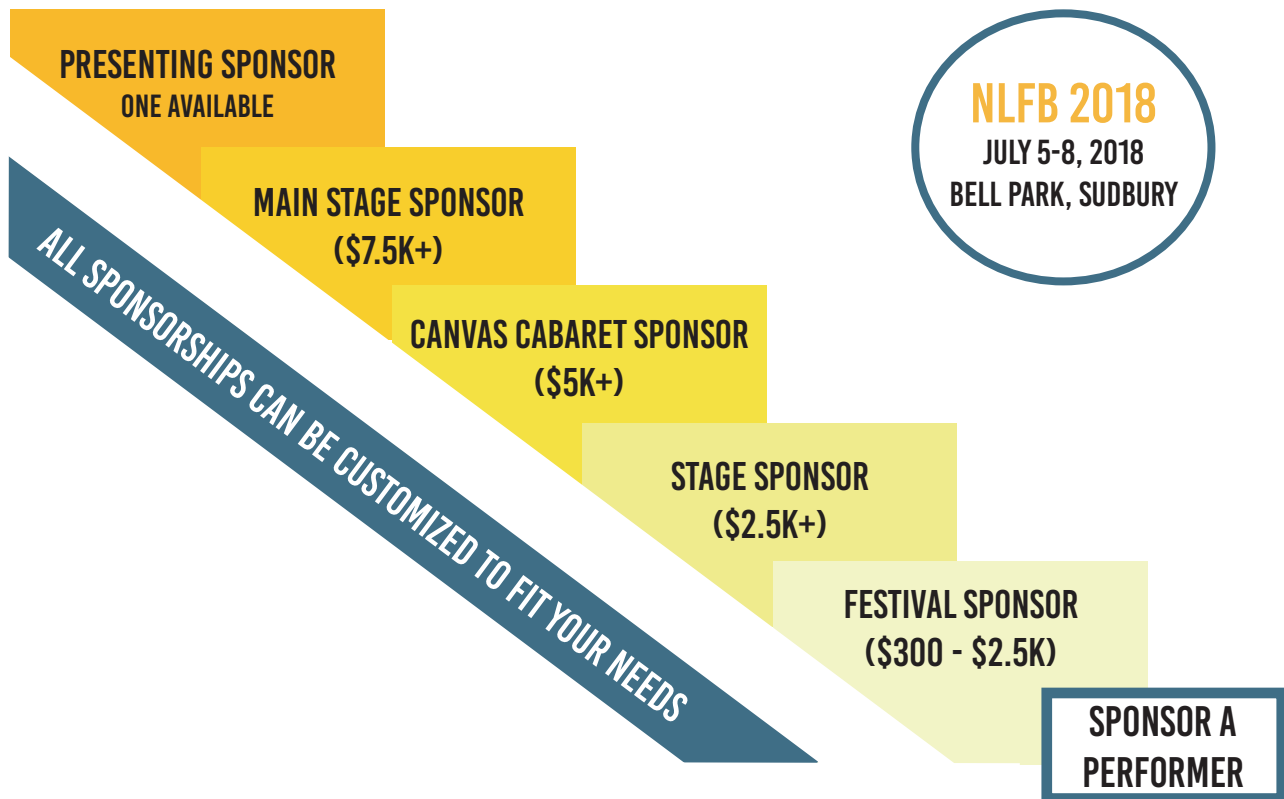
2018 SPONSORSHIP GUIDE



NORTHERN LIGHTS
FESTIVAL BORÉAL

JULY 5-8, 2018
BELL PARK, SUDBURY

BRING NLFB 2018 TO LIFE



OTHER SUPPORT OPPORTUNITIES:

- Donations of passes for disadvantaged groups (give someone the gift of music & celebration)
- Vendor/exhibitor booths
- Program Guide Advertising
- Musical cruises aboard the William Ramsey Cruise
- Charitable Donations (NLFB will issue a receipt)
- Sponsor the NLFB mobile app

SPONSORSHIP BENEFITS

PRESENTING SPONSOR

ONLY 1 AVAILABLE

- Maximum visibility, 100% customized benefits
- Recognition as festival presenter in all NLFB marketing and branding
- Promotion to over 1 million
- **PLUS all other sponsor benefits** listed below (print and online advertising, weekend passes, ad in *Program Book* and *Poster*, and more!)

DISTRIBUTION

Local Print Ads: Sudbury Star, Northern Life, Le Voyageur

Poster: min. 500 city-wide + over 11,000 impressions online

Program Book: min. 4,000 on-site + over 5,000 impressions online

MAIN STAGE SPONSOR (\$7.5K+)

- MS Stage name & featured band (1 full day lineup)
- Name recognition in local *print media* ads
- Logo recognition on *Poster*
- Free 1/2 pg. ad in *Program Book*
- Logo featured on front cover and 'Sponsors' page of Program Book and NLFB website (with hyperlink)
- MC recognition as stage sponsor (min. 4 times)
- Min. 10 weekend passes (total value \$1000)
- Opportunities for meet & greets with featured artists (pending availability)

CANVAS CABARET SPONSOR (\$5K+)

- CC Stage name & featured band (1 full day lineup)
- Name recognition in local *print media* ads
- Logo recognition on *Poster*
- Free 1/4 pg. ad in *Program Book*
- Logo featured on front cover and 'Sponsors' page of Program Book and NLFB website (with hyperlink)
- MC recognition as stage sponsor (min. 4 times)
- Min. 8 weekend passes (total value \$800)
- Opportunities for meet & greets with featured artists (pending availability)

SPONSOR A PERFORMER

Headlining Act (\$5k-\$8k)

Supporting Act (\$2k-\$5k)

Feature Act (\$400-\$1k)

INCLUDES: Recognition in the Program Book (artist bio and schedule), on website and on sponsor/schedule boards as Artist Sponsor, pre-show recognition as Artist Sponsor, opportunities for meet & greets with artists, and festival passes as negotiated.

STAGE SPONSOR (\$2.5K+)

- Stage name & featured banner (min. 1 full day: Family, Workshop, or Acoustic stage)
- Name recognition on *Poster*
- 1/8 pg. ad in *Program Guide*

FESTIVAL SPONSOR (\$300 - \$2.5K)

- Stage name & featured banner
- Name recognition on *Poster*
- Name on 'Sponsors' page of Program Book and NLFB website (with hyperlink)
- 4 Friday Passes to 6 All-Day Passes (\$160-\$300)

ALL SPONSORSHIPS CAN BE CUSTOMIZED TO FIT YOUR NEEDS

ALL SPONSORS RECEIVE:

- Access to corporate discounts on additional passes for employees (15%-40%)
- Recognition in post-festival Thank You newspaper ad
- Industry exclusivity at associated stage(s)
- Recognition via on-site sponsor boards (min. 2)



QUICK FACTS

Over **11,000** people attend the festival each year from a wide variety of demographics.

Over **50** artists and over **100** performances each year.

Over **300** volunteers help make the festival a success each year.

NLFB is marketed through a diversity of media locally, regionally and nationally, with well over a million impressions annually.

NLFB is Canada's longest consecutively running outdoor music festival.

Festival programming has grown far beyond simply 'Folk' music and in any given year can include rock, indie, pop, world, hip-hop and beyond.

WHAT IS NLFB?

Northern Lights Festival Boréal – Canada's longest consecutively running music festival – is gearing up for a blowout, July 6-8, 2018. Over the years, NLFB has grown into a seasoned presenter of Canadian roots and modern music, a nationally renowned festival and a lightning rod for energy of the Sudbury artistic community. NLFB has presented acclaimed artists such as: Stan Rogers, Gord Downie, Serena Ryder and Broken Social Scene & more!

The Grace Hartman Amphitheatre, the expansive grounds of Bell Park and a beautiful view of Ramsey Lake will be at our disposal once again as we reunite with old friends, make new friends and take in great acts.

When the founders of the festival came together in 1972, they established a tradition of music, arts, and community in Northern Ontario. Help us use that momentum to make this year's festival the most memorable yet. Supporting NLFB is a great way to put your organization front and centre, identify you as a pillar of the community and, of course, help present a piece of Canadian musical history.

The NLFB Sponsorship Program offers creativity and flexibility in providing you with the visibility and opportunities you need to increase your exposure to a dedicated audience of over 11,000 enthusiastic patrons. Match your needs with our goals, and watch the magic happen.



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NORTHERN LIGHTS
FESTIVAL BORÉAL

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