



2019 SPONSORSHIP GUIDE



NORTHERN LIGHTS
FESTIVAL BORÉAL

JULY 5-7, 2019
BELL PARK, SUDBURY

WHO WE ARE



JULY 5-7, 2019 **NLFB 2019** BELL PARK, SUDBURY

Northern Lights Festival Boréal – Canada's longest consecutively running music festival – is gearing up for another blowout year. **Since 1972**, NLFB has grown into a nationally-acclaimed presenter of Canadian roots and modern music. NLFB takes place on the beautiful **shores of Ramsey Lake** and has presented renowned artists such as: Arkells, Gord Downie, Serena Ryder, Broken Social Scene & more!

NLFB runs as a **non-profit organization** dedicated to making Northern Ontario a nationally recognized arts & music centre. Supporting NLFB is a great way to put your organization in the forefront, identify you as a pillar of the community and, of course, help present a piece of Canadian musical history.

twitter

2.6k
followers

Instagram

1.9k
followers

facebook

5.1k
followers

2018 MEDIA SPONSORS

OUR AUDIENCE

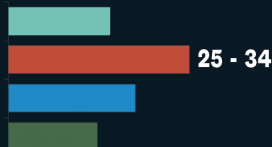


TOP REGIONS

1. Sudbury
2. Toronto
3. North Bay
4. Ottawa
5. Montreal



AGE GROUP



SPONSOR BENEFITS

ALL PACKAGES ARE COMPLETELY CUSTOMIZABLE

NLFB 2019

BELL PARK, SUDBURY

JULY 5-7, 2019

\$7.5K +

**MAIN STAGE
SPONSOR**

\$5K+

**CANVAS CABARET
SPONSOR**

\$2.5K+

**STAGE
SPONSOR**

\$300+

**FESTIVAL
FRIEND**

FESTIVAL PASSES

10 - 15 Weekend

8 - 10 Weekend

4 - 6 Weekend

4 - 6 All Day

PRE-FESTIVAL

LOGO ON POSTER*	●	●		
NAME IN LOCAL PRINT MEDIA	●	●		
PROGRAM GUIDE AD**	1/2 pg	1/4 pg	1/8 pg	
LOGO ON NLFB WEBSITE (YEAR ROUND)	●	●	●	Name only
ACCESS TO CORPORATE DISCOUNTS	●			
LOGO ON PROGRAM GUIDE COVER	●	●		
SOCIAL MEDIA PROMO	●	●	●	●

ON-SITE

M.C. RECOGNITION	●	●	●	
STAGE NAME (1 FULL DAY LINEUP)	Main Stage	Canvas Cab Stage	Family or Workshop	
LOGO ON SPONSOR BOARD	●	●	●	
RADIO AD MENTION	●			
SPONSOR BANNER	●	●	●	●
MEET & GREET (PENDING AVAIL.)	●			
APP PUSH NOTIFICATION	●	●		
FEATURED ON APP (SPONSORS PAGE)	●	●	●	●
ACCESS TO VIP TENT (PENDING)	8 passes	6 passes	4 passes	

POST-FESTIVAL

E-NEWSLETTER BLAST	●	●	●	●
FEATURED IN THANK YOU VIDEO	●	●	●	●
THANK YOU PRESS RELEASE	●	●	●	●

*FESTIVAL POSTER: 500 CITY-WIDE, 11,000 ONLINE IMPRESSIONS

**PROGRAM GUIDE: 4000 ON-SITE, 5000 ONLINE IMPRESSIONS

OTHER SPONSORSHIP OPPORTUNITIES

**SPONSOR A
MUSICAL CRUISE**

**SPONSOR OUR
MOBILE APP**

**FOOD/BEVERAGE
SPONSORSHIPS**

**SPONSOR
MERCH**

**SPONSOR AN
AFTER HOURS SHOW**

**EXHIBITOR
BOOTHS**

**PROGRAM GUIDE
ADVERTISING**

**SPONSOR A
PERFORMER**



QUICK FACTS

13,000

ATTENDEES CAME TO NLFB 2018

200+

VOLUNTEERS HELP MAKE NLFB
RUN EVERY YEAR

100+

DIFFERENT PERFORMANCES EVERY
YEAR, INCLUDING A VARIETY
OF GENRES

50+

ARTISTS JOIN THE LINE UP EACH
YEAR INCLUDING LOCAL, CANADIAN
& INTERNATIONAL

48

YEAR RUN, MAKING US THE
LONGEST CONSECUTIVELY RUNNING
MUSIC FESTIVAL IN CANADA

10+

PERFORMANCE STAGES & VENUES



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**NORTHERN LIGHTS
FESTIVAL BORÉAL**

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