



NLFB 2018

• IMPACT REPORT •



INTRODUCTION

Northern Lights Festival Boréal has taken place for 47 years in Sudbury, celebrating music & arts through the iconic summer festival. The 2018 festival was a record-breaker, and the team is looking forward to building on that momentum for 2019.

SUMMARY

- One of the most successful years to date
- Broke attendance record
- Sold-out the Grace Hartman Amphitheatre for the first time ever
- All Canadian headliners including Arkells, Alvveys, Lisa LeBlanc and Bill & Joel Plaskett
- Programmed exciting international talent including Bonsa, Doctor Nativo and Orlando Julius
- Marketed in more markets than ever before

ARTISTS & PERFORMANCES

NLFB prides itself on being a diverse and inclusive festival. This year we presented a fantastic line-up including:

55

ACTS IN 2018

7

INDIGENOUS
ACTS

11

FRANCOPHONE
ACTS

26

FEMALE
ACTS*

**Acts including at least one permanent female member*

performance stages

9

visual arts installations

22

official festival performances

96



189,659

paid to artists in the 2018 fiscal year

VOLUNTEERS



2,840

total number of volunteer service hours in 2018

COMMUNITY PARTNERS

12

community partnerships

51

corporate sponsors



INCREASING ATTENDANCE

we are seeing a steady increase in audience number. The last two years were record-breaking years.

10,000

YEAR 2016

11,205

YEAR 2017

13,029

YEAR 2018

INCREASING REVENUE

23%

BEER SALE REVENUE

5%

TICKET SALE REVENUE

MARKETING & PUBLICITY



marketed in more markets than ever before.

16

media partnerships for NLFB 2018

MARKETING STRATEGIES

- Print (newspaper, national magazines)
- Radio (English, French)
- Television (CTV, Eastlink TV)
- Billboard (Sudbury, North Bay, SS Marie)
- Posters (400 city-wide)
- Street signs (40 week of)
- Social media ads
- Google Adwords
- Web banner ads
- Online contesting

Over 1 mill impressions

REGIONS REACHED

- Sudbury
- North Bay
- Toronto
- Barrie
- Timmins
- Sault Ste. Marie
- Parry Sound
- Bracebridge/Muskoka
- Huntsville
- plus national campaigns!

SOCIAL MEDIA FOLLOWING

1.9k



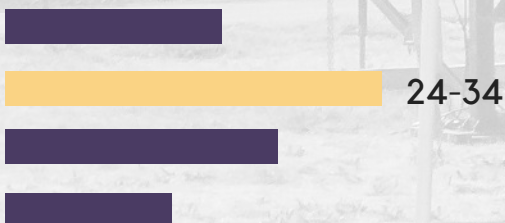
2.6k



5.2k



AGE GROUP



24-34

TOP REGIONS

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

AUDIENCE SATISFACTION

Feedback from new and returning patrons was overwhelmingly positive.



**RECOMMEND THE
FESTIVAL**

"I loved talking to the people who were enjoying festival, meeting the variety of performers there, sampling the food and just enjoying the great musical community vibe that was permeating throughout the festival grounds!"

- NLFB 2018
festival attendee

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