



NORTHERN LIGHTS FESTIVAL  
BOREAL PRESENTS...

# BLOOM 2019

LISTEN TO THE WORLD

MARCH 8-10 • DOWNTOWN • SUDBURY, ON



# ABOUT

Bloom 2019 is an exciting new festival event, presented by Northern Lights Festival Boréal, a non-profit/charitable music, arts, and festival presenter based in Sudbury, ON. It will take place March 8-10.

The event will bring some of the most exciting international music acts to Sudbury, to be presented in a variety of venues in the City's downtown core.

The idea behind the festival is to bring cultures and communities together to learn a little more about each other through amazing live music experiences. The programming celebrates diversity, and explores a wide variety of music, with roots all over the world (folk, world, rock, pop, indie, and more). The event will grow sustainably, contributing to the vibrancy of our community and helping make it a great place to live, work and visit.

**The festival will also include:**

- ticketed & free events and activities for all ages
- artist mentorship components for Northern Ontario musicians
- festival showcase/audition opportunities for emerging artists
- headline concerts & intimate club shows

# BECOME A PARTNER

As a brand-new event actively looking for partners, Bloom 2019 is offering high-value sponsorship packages. The following is intended as a guideline. It would be our pleasure to build a custom package that fits the needs of your business.

## FESTIVAL PRESENTER

\$5k+

- Listed as 'presented by' in all marketing, communications
- 8-10 Headline Concert tickets
- Festival passes as negotiated
- Repeat MC/banner recognition at all festival shows
- Logo recognition on poster, brochure, mobile app & website
- Tagged/branded social media promotion (min. 6)
- Recognition in all media releases, PSAs
- Recognition in post-event, social media 'Thank You' video
- Hospitality package (beverages, preferred seating)
- Recognition via NLFB e-news
- Merchandise gift packs

## EMERALD PARTNER

\$2k+

- Stage Sponsor: Friday night headline show
- 6 - 8 Headline Concert tickets
- Logo recognition on poster, brochure, mobile app & website
- MC/banner recognition at sponsored show(s) (min. 3x)
- Tagged/branded social media promotion (min. 4)
- Recognition in media release
- Recognition in post-event, social media 'Thank You' video
- Hospitality package (beverages, preferred seating)
- Recognition via NLFB e-news
- Merchandise gift packs

## RUBY PARTNER

\$1k+

- Stage Sponsor: Saturday afternoon
- 4 - 6 Headline Concert tickets
- Logo recognition on poster, brochure, mobile app & website
- MC/banner recognition at sponsored show(s) (min. 2x)
- Tagged/branded social media promotion (min. 4)
- Recognition in media release
- Recognition in post-event, social media 'Thank You' video

## FESTIVAL FRIEND

\$200+

- 2 - 4 Headline Concert tickets
- Tagged social media promotion (min. 2)
- Name recognition on poster, brochure, mobile app & website
- Recognition in post-event, social media 'Thank You' video