



2019 SPONSORSHIP GUIDE



NORTHERN LIGHTS
FESTIVAL BORÉAL

JULY 4-7, 2019
BELL PARK, SUDBURY

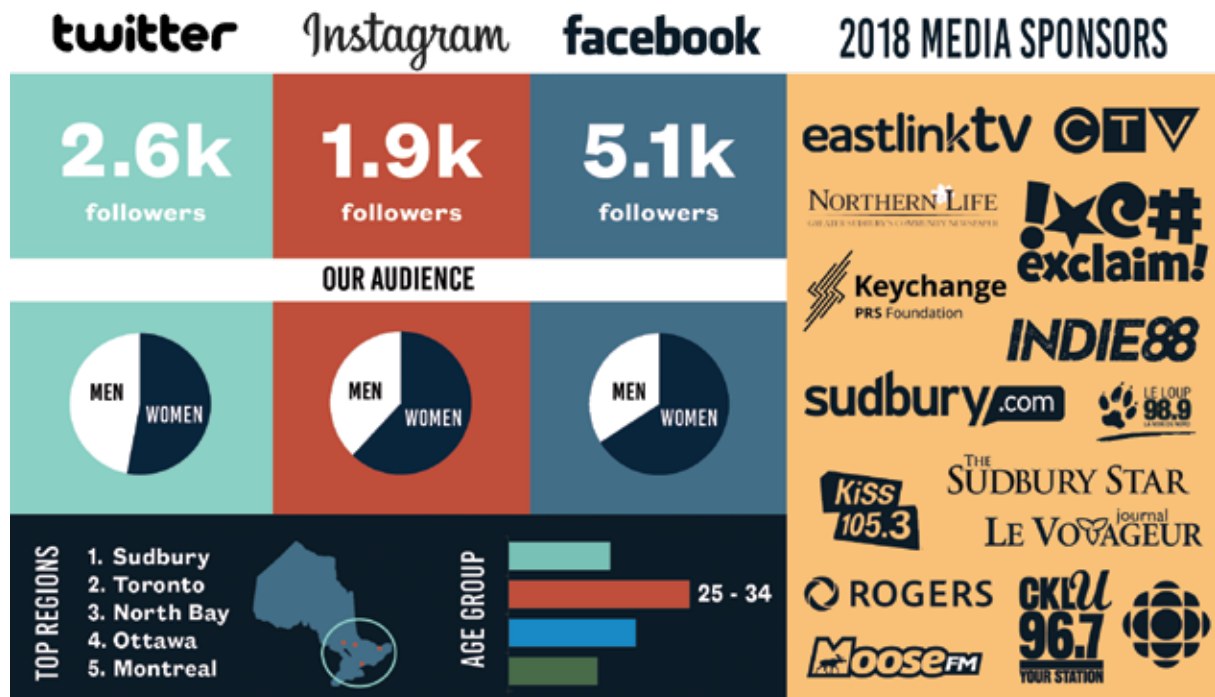
WHO WE ARE



JULY 4-7, 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.



SPONSOR BENEFITS

ALL PACKAGES ARE COMPLETELY CUSTOMIZABLE

NLFB 2019
BELL PARK, SUDBURY
JULY 4-7, 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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