

SPONSORSHIP OPPORTUNITIES 2017



NORTHERN LIGHTS
FESTIVAL BORÉAL



Photo by Mike Bourgeois

CELEBRATING MUSIC & ARTS IN SUDBURY SINCE 1972

nlfb.ca

Bahamas
2016 NLFB performer

Printing of this guide
provided by





Gypsy Kumbia Orchestra
2016 NLFB performer

photo by Mike Bourgeois

A TREMENDOUS OPPORTUNITY FOR YOUR BUSINESS...

“BEST FESTIVAL EVER!”

Northern Lights Festival Boréal – Canada’s longest continuous running music festival – is gearing up for a blowout **46th edition, July 7-9, 2017**. 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 the energy of the Sudbury artistic community. NLFB has presented a multitude of acclaimed artists in the past including: Serena Ryder, Stan Rogers, Broken Social Scene, Buffy Sainte Marie, Colin James, Daniel Lanois, Jeff Healey and Joel Plaskett.

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. The NLFB team is already hard at work to make this 46th edition a success.

GOALS FOR THE 2017 FESTIVAL:

- A special celebration of indigenous music
- Targeted audience growth
- Increasing tourist traffic
- Going green (no disposable dishes)
- Co-presenting featured artists
- Expanding VIP packages and programs
- and much more...

When the founders of the festival came together in 1972, they established a tradition of music, arts and community in Northern Ontario that is now almost half a century old. Help us use that momentum to make this 46th edition 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. There is truly a place for everyone at NLFB. Match your needs with our goals, and watch the magic happen.

Help us knock this 46th edition out of the park!

NLFB FACTS

- Over 11,000 people attend the festival each year from a wide variety of demographics.
- Several stages (6+) are located throughout the site, including the Grace Hartman Amphitheatre, the Canvas Cabaret and a variety of smaller stages, themed areas and after-hours venues.
- Over 50 artists and over 100 performances are presented each year.
- The event is marketed through a diversity of media locally, regionally and nationally, with well over a million impressions annually.



Northern Lights Oktoberfest 2015

NOT JUST A WEEKEND, NOT JUST A FESTIVAL...

NLFB is an active, charitable arts presenter year-round. This means your investment helps us promote and cultivate music and the arts throughout the year, whether it is a concert, a community workshop or a fundraising event.

This means more visibility in the community for you.

photo by Lee Morse

Digging Roots
2016 NLFB performer

BENEFITS TO GROW YOUR BUSINESS...

CUSTOMIZED PACKAGES MAXIMIZE THE BENEFITS YOU WANT

PRESENTING SPONSOR (one available)

- Maximum visibility, 100% customized benefits
- Recognition as festival presenter in all NLFB marketing and branding
- Promotion to over 1 million people
- PLUS all the other sponsor benefits listed below

This is just a start!
Let's discuss how we can tailor your sponsorship to maximize the benefits.

MAIN STAGE SPONSOR (\$7.5k +)

- Stage name & featured banner (1 full day's lineup)
- Name recognition in local print media ads (*Sudbury Star, Northern Life, Le Voyageur*)
- Logo recognition on poster (min. 500 city-wide + over 11,000 impressions online)
- Free ½ pg. ad in Program Book (min. 4,000 on-site + over 5,000 impressions online)
- Logo featured on front cover and 'Sponsors' page of Program Book and NLFB Website (with hot link)
- 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 +)

- Stage name & featured banner (1 full day's lineup)
- Name recognition in local print ads (*Sudbury Star, Northern Life, Le Voyageur*)
- Logo recognition on poster (min. 500 city-wide + over 11,000 impressions online)
- ¼ pg. ad in Program Book (min. 4,000 on-site + over 5,000 impressions online)
- Logo featured on front cover and 'Sponsors' page of Program Book and NLFB Website (with hot link)
- MC recognition as stage sponsor (min. 4 times)
- Min. 8 Weekend Passes (total value \$800)
- Opportunities for meet & greets with featured artists (pending availability)

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
- Name on 'Sponsors' page of Program Book and NLFB Website (with hot link)
- MC recognition as stage sponsor (min. 4 times)
- 8 All-Day Passes (value of \$400)

RETAIL SPONSOR (\$2.5k +)

- 10'x10' booth space on-site (prime placement)
- Banner on-site (prime placement)
- Name recognition on poster
- 1/8 pg. ad in Program Guide
- Name on 'Sponsors' page of Program Book and NLFB Website (with hot link)
- MC recognition as sponsor (min. 4 times)
- 8 All-Day Passes (valued of \$400)

FESTIVAL SPONSOR (\$300–\$2.5k)

- Packages customized based on YOUR priorities and investment level. Benefits available include:
- Banner on-site
 - Name recognition on poster
 - MC recognition from stage
 - Name on 'Sponsors' page of Program Book and NLFB website (with hot link)
 - Ranging from 4 Friday Passes to 6 All-Day Passes (value of \$160-\$300)

ALL SPONSORS RECEIVE:

- Industry exclusivity at associated stage(s)
- Recognition via on-site sponsor boards (min. 2)
- Recognition in post-festival 'Thank You' newspaper ad
- Access to corporate discounts on additional passes for employees (15%-40% off)
- Social media promotion (Facebook, Twitter + more)

ADDITIONAL SPONSORSHIP OPTIONS

SPONSOR A PERFORMER:

Headlining Act (\$5k-\$8k)
Supporting Act (\$2k-\$5k)
Feature Act (\$400-\$1k)

INCLUDES:

- Recognition in the Program Book (in artist bio and schedule), on the NLFB website and on sponsor/schedule boards as Artist Sponsor
- Pre-show recognition as artist sponsor
- Opportunities for meet and greets with artists
- Festival passes as negotiated

Inquire about how to Sponsor a Performer at NLFB.



Canadian songwriting icon Steven Page,
2016 NLFB performer

Leah Morse

MUSICAL LOUNGE TENT:

Main Stage (1 day + evening) \$4k+
Canvas Cabaret (1 day + evening) \$2.5k+

A branded VIP tent for your company and clients, staff etc. including beer & wine service, refreshments and more. Includes:

- MC recognition from stage
- Acknowledgement in Program Guide and online
- Min. 6 all-day passes as negotiated

Inquire for more details on Musical Lounge packages.

PROMOTIONAL / RETAIL BOOTH:

10'x10' booth space – \$450 + HST
10'x20' booth space – \$750 + HST
10'x30' booth space – \$1,100 + HST

- Promote your brand or sell your product to over 11,000 happy festival patrons
- Includes Hydro (1 circuit)

Inquire for more details on Promotional/Retail Booths.

PROGRAM BOOK ADVERTISING:

Some call it the 'festival bible'. Patrons are continually referring to it for event information.

- Min. 4,000 on-site + over 5,000 impressions online.
- 1/8 pg. to full page available
- Prices range from \$85-\$265 (+ HST)

Inquire for more details on Program Book Advertising.

OTHER OPPORTUNITIES:

- Musical cruises aboard the Cortina
- Donations of supplies (items such as branded lanyards for festival passes, volunteer t-shirts, festival drinkware and more)
- Charitable donations (a simple charitable donation is also an option, and NLFB will issue a receipt)
- Event greening
- Other special projects and enhancements

Inquire for more details about opportunities.

- Multiple-year and custom packages available.
- To be included in the souvenir poster: sponsorship deadline May 5th, 2017
- To be included in the program: sponsorship deadline June 2nd, 2017
(ad booking deadline June 2; submission deadline June 9; advertisement design and layout extra)

NOTE: THIS DOCUMENT IS A GUIDELINE ONLY. ALL SPONSORSHIPS ARE CUSTOMIZED ON AN INDIVIDUAL BASIS TO FIT YOUR NEEDS



Lemon Bucket Orkestra
2014 NLFB performer

DID YOU KNOW?

- The 'Northern Lights Folk Festival' was first held in Bell Park in 1972. It was a free one-day music festival on one stage; needless to say it has grown exponentially since. It remains Canada's longest continually 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.
- Important events in Canadian music have taken place at the Fest!
For example: the writing and performance of folk legend Stan Rogers' famous song 'Barrett's Privateers' in the 1970s.
- NLFB's Jackie Washington award is given out every year, recognizing outstanding contributions to arts and culture in Northern Ontario.
- Over 300 volunteers come together each year to make the festival happen, and many of them have been part of the team for many years.
- NLFB even booked a young Shania Twain in her early years, proving the organization's ear for great talent.



NORTHERN LIGHTS
FESTIVAL BORÉAL

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