



Sponsorship Package 2023

NORTHERN LIGHTS FESTIVAL BOREAL
JULY 6-9



Phone 705-674-5512
Website www.nlfb.ca
Email director@nlfb.ca
Address 19 Grey St. Sudbury, ON, P3E 3L2

About Us



**NORTHERN LIGHTS
FESTIVAL BOREAL**

Northern Lights Festival Boréal (NLFB) is a veteran music and arts presenter and non-profit organization with charitable status in Northern Ontario that celebrated its 50th year of programming in 2022. The organization provides valuable exposure and career development opportunities for emerging artists, while also presenting highly acclaimed artists, and keeping the region on the map for acclaimed touring acts by welcoming an average of 15k patrons to Sudbury's beautiful Bell Park each year.

NLFB's annual July festival is a celebrated and respected cultural event, which celebrates and highlights the support of its various sponsors and partners.

The festival presents a strong component of Francophone, Indigenous, and other multicultural content each year, in line with regional population demographics and the diverse cultural makeup of the Canadian population. The majority of NLFB's operations surround the annual summer festival, however the organization also presents many other cultural events, like our springtime world music festival, 'BLOOM'.

NLFB is offering you the chance to be visible, celebrated and recognized by thousands of community members, including your employees and their families, as an equitable, diverse, inclusive and caring community leader.

Vision



- Commitment to build links with the community through cooperation and partnerships and cross-promotional activities
- Commitment to develop, support and acknowledge the interests of its audiences and developing their appreciation of the arts
- Commitment to develop support and honour the work of volunteers

Mission



- A commitment to reflect the cultural diversity of Northern Ontario in its operations and programming
- Commitment to develop, support and acknowledge the value of local artists and performers
- Commitment to community engagement and partnerships

SPONSORSHIP TIERS

MAINSTAGE SPONSOR

1. 8 Full Festival Passes
2. Logo on website, schedule in festival app and on-site signage
3. Logo on main sponsorship banner on all app pages
4. On-site digital ad placement
5. 4 x story post and 2 x feed posts on social media to our 10k+ followers
6. Logo placement on red carpet backdrop
7. Integration into digital media marketing campaigns
8. Naming rights to Main Stage stage for 1 full day's line-up with company branded banners
9. On-site banner placement (sponsor provides)
10. MC shout outs and speaking opportunities
11. Artist Meet and Greets pending availability
12. E Newsletter blast
13. Thank you press release

\$10,000

There are plenty of perks and marketing and advertising to our 15k+ patrons per season. NLFB sponsorship packages can be tailored and customized to meet your needs. Prefer a tax receipt in lieu of perks? No problem! Let our team know and we will issue you a tax receipt to an individual or corporation.

CABARET SPONSOR

1. 4 Full Festival Passes
2. 2 x story and 1x feed social media post to our 10k+ followers
3. Logo on website, schedule in festival app and on site-signage
4. On-site digital ad placement
5. Naming rights to Cabaret stage for 1 full days line-up with company branded banners
6. On-site banner placement (sponsor provides)
7. MC shout outs and speaking opportunities
8. Logo on red carpet backdrop

\$5,000



Artist Village at NLFB 2022

STAGE SPONSOR

1. 2 Full Festival Passes
2. Logo on website and festival app
3. 2x Social Media Story Posts to our 10k+ followers
4. On-site digital ad placement
5. Naming rights to Family or Acoustic stage for 1 day (Saturday or Sunday)
6. On-site banner placement (sponsor provides)

\$2,500



St. Paul and the Broken Bones @ NLFB 2022 at Grace Hartman Amphitheatre

FESTIVAL SPONSOR

1. 2 All-Day Passes
2. Logo on website and festival app
3. Social Media Promo Post to our 10k+ followers
4. On-site digital ad placement

\$1,000



Lemon Bucket Orchestra @ NLFB 2022 at the Canvas Cabaret Stage

FESTIVAL FRIEND

1. 2 All-Day Passes
2. Logo on website and festival app

\$500



Artist mentorship in partnership with CION with Lillian Allen @ NLFB 2022

other ad options

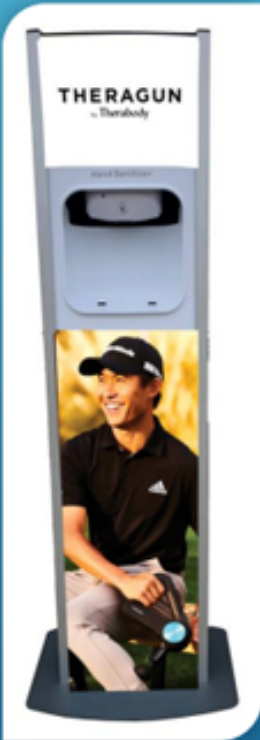


**Phone Charging Locker Branded Wrap
+ Screen Ad**

\$3000

\$1500

**Branded Hand Sanitizing
Station**



other ways to support

sponsor a performer

food and beverage sponsorship

artist swag bags

sponsor merchandise

after-party sponsorship

IN-KIND sponsorship

do you have a service you provide that would benefit us? Without our in-kind sponsors every year, the festival would not be able to run!

