

July 4-7 2024

Bell Park, Sudbury



# Northern Lights Festival Boréal

## Sponsorship Guide



**Northern Lights  
Festival Boréal**

# ABOUT US

**15K**

Festival Goer in 2023

**50+**

Artists who's performing

## 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.

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.

## VISION

- Commitment to build links with the community through cooperation and partnership 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 volunteers.

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.



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# SPONSORSHIP TIERS

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.

## MAINSTAGE SPONSOR

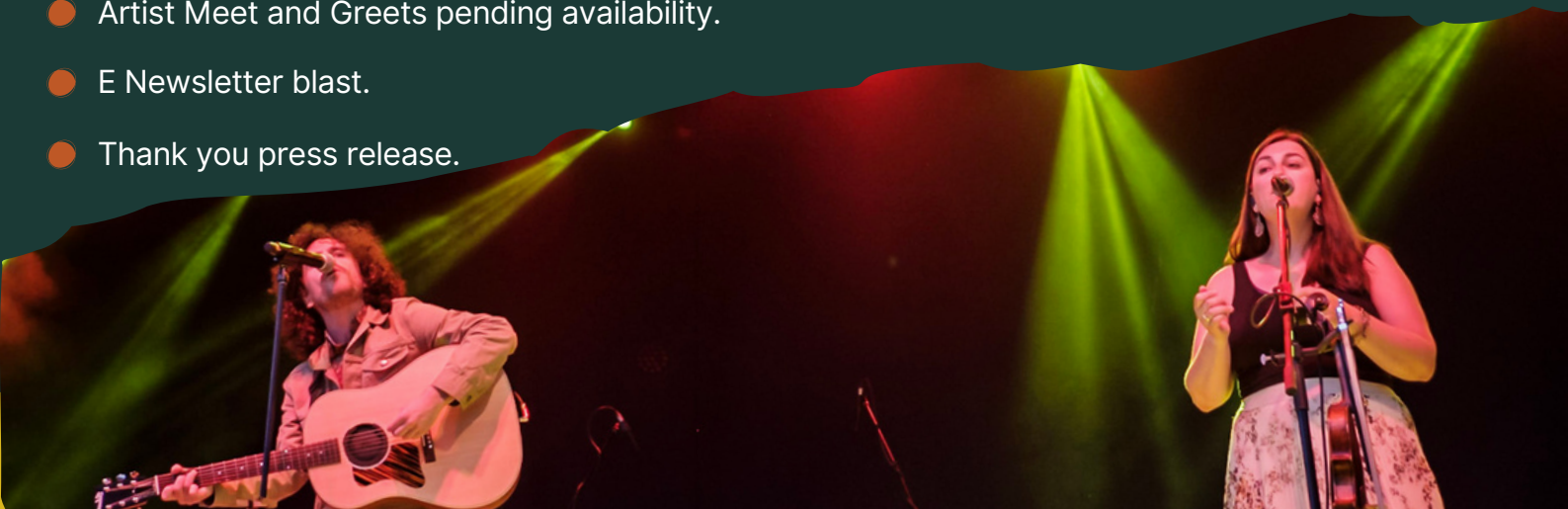
**\$15K+**

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

## CABARET SPONSOR

**\$10K+**

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





## STAGE SPONSOR

**\$7.5K+**

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



## FESTIVAL SPONSOR

**\$5K+**

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



## FESTIVAL FRIEND

**\$2K+**

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



# OTHER WAY TO SUPPORT US

Sponsor a performer

Food and beverage sponsorship

Sponsor merchandise

After-party sponsorship

Artist swag bags

**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!

