

# Northern Lights Festival Boréal

## Sponsorship Guide

July 4-6 2025

Bell Park, Sudbury



Northern Lights  
Festival Boréal

# ABOUT US

**\$112K**

Ticket sales in 2024

**40+**

Artists whos performing

Northern Lights Festival Boréal (NLFB) is a veteran music and arts presenter and non-profit organization with charitable status in Northern Ontario and is now in its 54th year. 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 thousands of patrons to Sudbury's beautiful Bell Park each year.

Supporting the Northern Lights Festival Boréal presents a unique opportunity for businesses to engage with the community and enhance their brand visibility. This vibrant festival celebrates local arts and culture, attracting visitors from across the region and beyond, which can drive foot traffic and boost sales for local businesses. By sponsoring the festival, companies can demonstrate their commitment to cultural initiatives and community well-being. Additionally, aligning with an event like NLFB creates lasting connections with patrons who value community engagement and the arts.

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 fundraising and concerts.

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.



**Northern Lights  
Festival Boréal**

# ABOUT US

The Northern Lights Festival Boréal is pleased to present its new sponsorship package. As a non-profit organization, the partners who accompany us every year are important to the life of the festival. We are proud to allocate over \$200K in artist-related costs, ensuring we bring top talent to our community.

In exchange for a financial contribution or in-kind support, NLFB offers to promote your company on its various platforms and thus reach a maximum of its community.

We can accommodate other sponsorship opportunities on request. All packages are negotiable



8k to 12k festival-goers



+2.6k followers



606 users in 2024



+12.5k followers

## 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.

## 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.



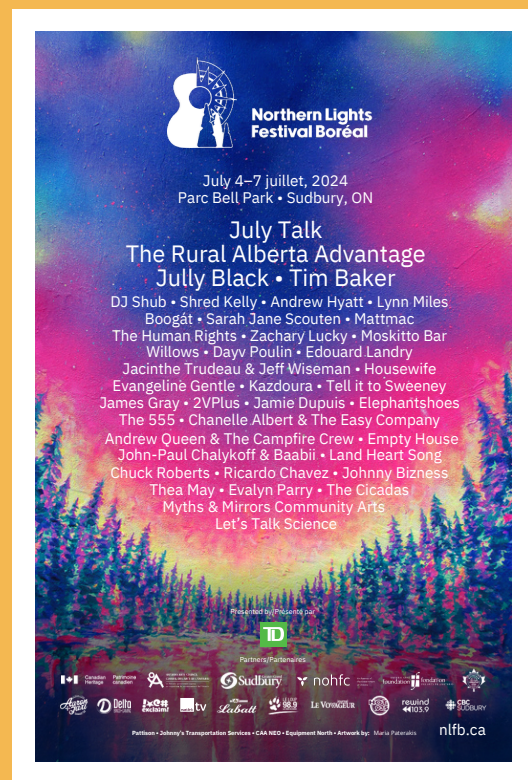
Northern Lights  
Festival Boréal

# PRESENTING SPONSORS

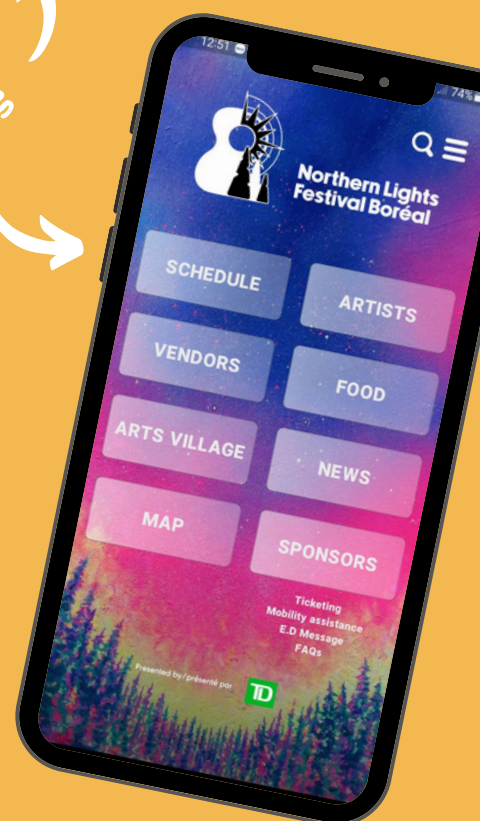
Not available

- 15 Full Festival Passes
- Named "Presenting Sponsor" on all collateral materials
- Logo on website
- Logo on app
- Logo on festival guide
- Logo on festival poster (before artists names)
- Logo on sponsorship signage throughout festival
- Banner placement throughout festival site (sponsor provides)
- Mentioned as presenting sponsor by stage hosts throughout the festival
- Mention in every e-newsletter (2000+ subscribers)
- Four Reels on Instagram and Facebook mentioning you as presenting sponsor leading up and during the festival
- Five story posts and five feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram) leading up and during the festival
- Six posts on "X" to 2.7K followers leading up and during the festival
- Thank you post on social media
- Thank you in press release

\$25K+

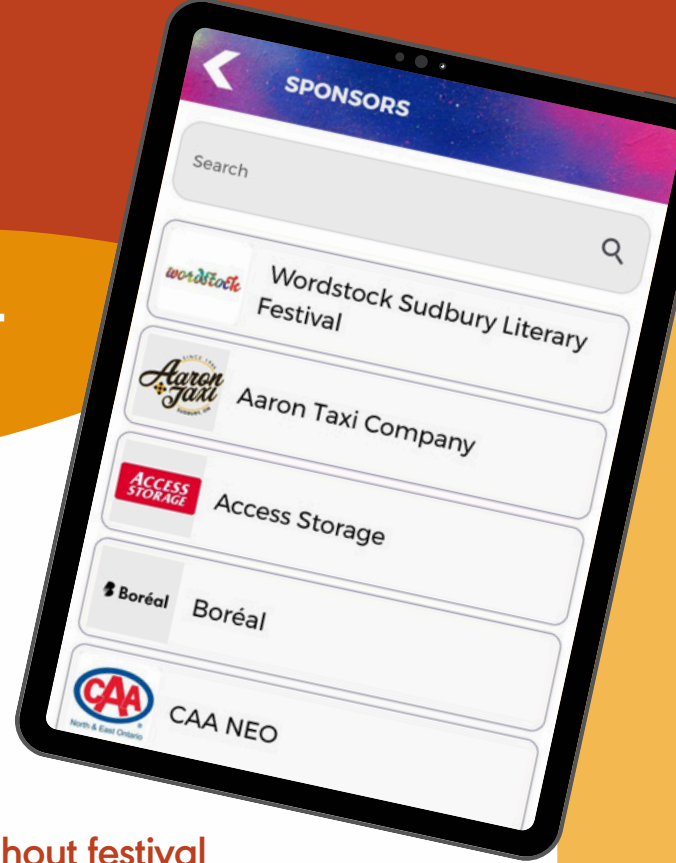


examples



# Main Stage Sponsor

\$12K+



- 10 Full Festival Passes
- Logo on website
- Logo on app
- Logo on festival guide
- Logo on festival poster bottom
- Logo on sponsorship signage throughout festival
- Shared naming rights to Mainstage for one day of programming with company branded banner (sponsor provides)
- Banner placement at main festival bowl (sponsor provides)
- Minimum four stage host shout-outs each day throughout the festival
- Mention in at least four e-newsletters (2000+ subscribers)
- Two Reels on Instagram and Facebook leading up and during the festival
- Three story posts and three feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram) leading up and during the festival
- Four posts on "X" to 2.7K followers leading up and during the festival
- Thank you post on social media
- Thank you in press release



# Saturday Sponsor

- Full name recognition on Saturday with banners throughout the park (sponsor and NLFB collaborate)
- Eight Full Festival Passes
- Logo on website
- Logo on app
- Logo on festival guide
- Logo on festival poster bottom
- Logo on sponsorship signage throughout festival
- Stage host will address the day with your companies name throughout the day on all stages (minimum four times)
- Mention in at least three e-newsletters (2000+ subscribers)
- One Reel on Instagram and Facebook during the festival
- Two story posts and two feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram)
- Two post on "X" to 2.7K followers during the festival
- Thank you post on social media
- Thank you in press release

**\$10K+**



**\$10K+**

# Sunday Sponsor

- Full name recognition on Saturday with banners throughout the park (sponsor and NLFB collaborate)
- Eight Full Festival Passes
- Logo on website
- Logo on app
- Logo on festival guide
- Logo on festival poster bottom
- Logo on sponsorship signage throughout festival
- Stage host will address the day with your companies name throughout the day on all stages (minimum four times)
- Mention in at least three e-newsletters (2000+ subscribers)
- One Reel on Instagram and Facebook during the festival
- Two story posts and two feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram)
- Two post on "X" to 2.7K followers during the festival
- Thank you post on social media
- Thank you in press release

# Catering Sponsor

\$10K+

- Logo and signage at Artist Hospitality Tent
- Eight Full Festival Passes
- Logo on website
- Logo on app
- Logo on festival guide
- Logo on sponsorship signage throughout festival
- Minimum three stage host shout-outs each day throughout the festival
- Mention in at least three e-newsletters (2000+ subscribers)
- One Reel on Instagram and Facebook during the festival
- One story posts and One feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram)
- One post on "X" to 2.7K followers during the festival
- Thank you post on social media
- Thank you in press release



# Cabaret Stage Sponsor

- Six Full Festival Passes
- Logo on website
- Logo on app
- Logo on festival guide
- Logo on sponsorship signage throughout festival
- Shared naming rights to Cabaret Stage for one day of programming with company branded banner (sponsor provides)
- Banner on festival grounds (sponsor provides)
- Minimum three stage host shout-outs each day throughout the festival
- Mention in at least two e-newsletters (2000+ subscribers)
- Two story posts and two feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram)
- Two posts on "X" to 2.7K followers during the festival
- Thank you post on social media
- Thank you in press release

**\$7.5K+**



**\$5K+**

# Family Stage Sponsor

- Four Full Festival Passes
- Logo on website
- Logo on app
- Logo on festival guide
- Logo on sponsorship signage throughout festival
- Shared naming rights to Family Stage for one day of programming with company branded banner (sponsor provides)
- Minimum two stage host shout-outs each day throughout the festival
- Mention in e-newsletter (2000+ subscribers)
- Two story posts and two feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram)
- Two post on "X" to 2.7K followers during the festival
- Thank you post on social media
- Thank you in press release



# After hours Sponsor

\$3K+

- 2 Full Day Passes (day of your choice)
- Name on website
- Logo on app
- Logo on printed schedule
- Naming rights to After-Hours for one night of programming with company branded banner (sponsor provides)
- Minimum one stage host shout-outs each day throughout the festival
- Mention in e-newsletter (2000+ subscribers)
- One story posts and one feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram)
- One post on "X" to 2.7K followers during the festival
- Thank you post on social media
- Thank you in press release

# Festival Sponsor

- 2 Full Day Passes (day of your choice)
- Name on website
- Logo on app
- Logo on printed schedule
- Minimum one stage host shout-outs each day throughout the festival

# Festival Friend Sponsor

- 2 Full Day Passes (day of your choice)
- Name on website
- Logo on app
- Minimum one stage host shout-outs each day throughout the festival

\$500+

\$2K+



# NLFB Promotion Sponsor

## NLFB Sign Sponsor

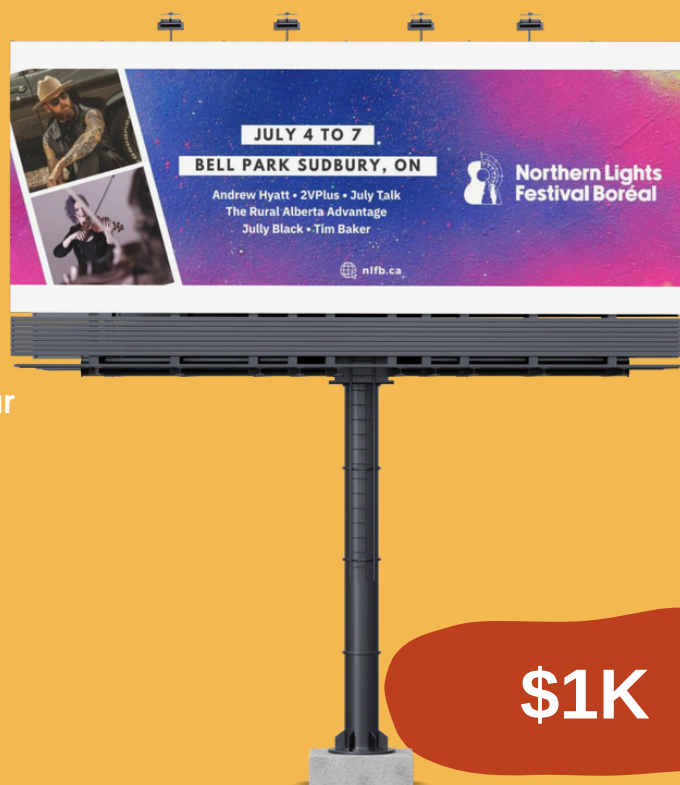
\$4K



- 2 Full Festival Passes
- Logo on website
- Logo on app
- Logo on signs
- Minimum two stage host shout-outs each day throughout the festival
- One story posts and one feed posts on social media with your logo to our 10K+ followers (Facebook + Instagram) during the festival
- One post on "X" to 2.7K followers during the festival
- Thank you in press release

## NLFB Billboard Sponsor

- 2 Full Day Passes (day of your choice)
- Social media story thanking you for your donation
- Mention in e-newsletter (2000+ subscribers)
- Logo and name recognition on billboard
- Name on app



\$1K

# Volunteer Shirt Sponsor

\$3K

- 2 Full Day Passes (day of your choice)
- Name on website
- Logo on app
- Logo on printed schedule
- Logo on volunteer shirt
- Minimum one stage host shout-outs each day throughout the festival
- Mention in e-newsletter (2000+ subscribers)
- One post on "X" to 2.7K followers during the festival
- Thank you in press release

# Refillable Water bottles Sponsor

- 2 Full Day Passes (day of your choice)
- Name on website
- Logo on app
- Logo on printed schedule
- Logo on water bottle
- Minimum one stage host shout-outs each day throughout the festival
- Mention in e-newsletter (2000+ subscribers)
- Thank you in press release

\$2.5K

# Artist Breakfast Sponsor

- 2 Full Day Passes (day of your choice)
- Social media story thanking you for your donation
- Mention in e-newsletter (2000+ subscribers)
- Sign at artist hospitality at College Boreal
- Name on app

\$1K

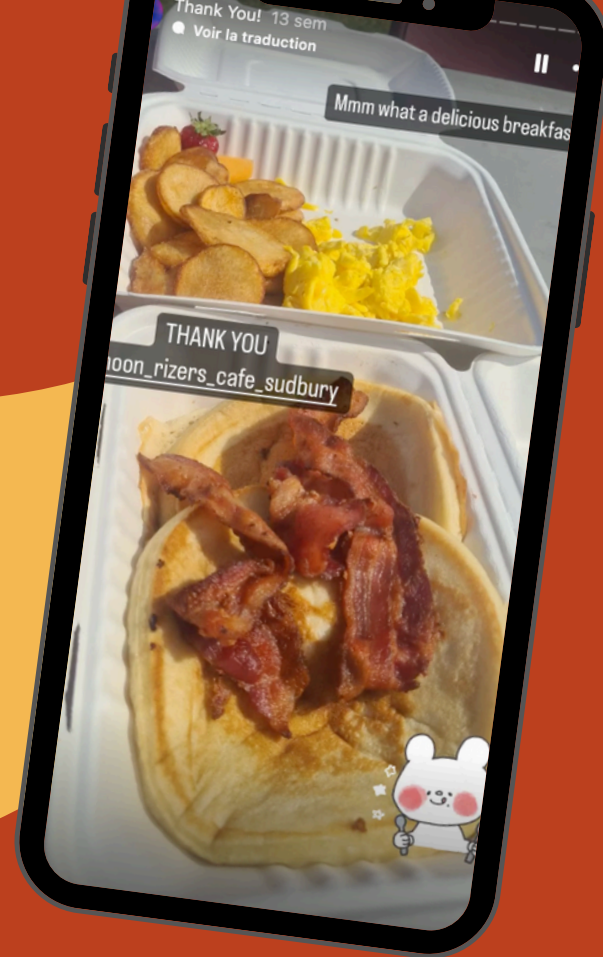


# In-kind Sponsorship

## Volunteer Food Sponsor

worth \$1K+

- 2 Full Day Passes (day of your choice)
- Social media story thanking you for donation
- Mention in e-newsletter (2000+ subscribers)
- Name on app



## Volunteer Food Sponsor

worth \$500+

- 2 Full Day Passes (day of your choice)
- Social media story thanking you for donation
- Mention in e-newsletter (2000+ subscribers)

## Volunteer Food Sponsor

worth \$50+

- Social media story thanking you for donation
- Mention in e-newsletter (2000+ subscribers)



# In-kind donation ideas

- Zip ties
- Packing tape
- Paint in a variety of colours (acrylic included)
- Marking spray paint
- Flagging tape
- Ratchet straps
- Plywood
- Craft supplies for our family area
- Artist supplies (paint, brushes, canvas)
- Trailers, utility vehicles, generators, light towers, ...

Donating in-kind? Your in-kind donation value receives the same perks as the monetary donations of the same level, or you can get a tax receipt instead!

