



Erik Lovin



Erik Lovin



Erik Lovin



Erik Lovin

Sponsorship Guide 2012



NORTHERN LIGHTS
FESTIVAL BORÉAL

Celebrating 41 Years of Music and Arts in 2012!



Erik Lovin

Broken Social Scene

The tradition continues on the shores of Ramsey Lake

What could be more relaxing than a weekend in the park, listening to music that touches your soul, and enjoying good food and drink with family and friends. Children laugh and the stars shine overhead. A brief rain shower doesn't dampen the spirits, but under the umbrella, it brings everyone a little closer together. After the final encore, the feeling is unanimous: "That was the best time ever".

A tremendous opportunity for your business

Your company can be front and centre, helping to bring the magic of Northern Lights Festival Boréal to Sudbury. Along with being associated with Canada's longest continuously running outdoor music festival, your sponsorship will provide many benefits such as having a stage named after your company, recognition in print advertising and on the Festival website, free passes and discounts.

We invite you to select the sponsorship option that best suits your business and maximize your return on investment. The Festival Sponsorship Program offers creativity and flexibility in providing you with the 'real estate' you need to increase your exposure to this dedicated audience of over 10,000 enthusiastic Festival patrons.

Not just a weekend festival

The Northern Lights Festival Boréal is more than just three days in July. We are a year-round organization. A few of the things we do through the year include:

- concerts and events, including 'house concerts' where musicians play to small audiences in smaller, more intimate venues
- 'MeltDown' – two days of concerts and festival auditions in downtown Sudbury venues in March
- 'In the Schools' – a series of concerts held at elementary and high schools, bringing a world of music to a new audience

Our website is the window through which tickets and passes are sold, attracting several thousand hits each year. We also have hundreds of followers on Facebook and Twitter who keep abreast of our activities year-round.

NLFB Facts

- Over 10,000 spectators attend over the weekend. Plus, artists, technicians and volunteers push the total number of people on-site over the weekend up to 12,000.
- Five stages scattered throughout the site:
 - **Main Stage**, held in the new Grace Hartman Amphitheatre, runs from noon to midnight and accommodates 2,000 people
 - **Canvas Cabaret** runs from noon to midnight and accommodates up to 2,000 people
 - Three daytime stages (**Family, Acoustic** and **Workshop**) run from noon to 5 pm and accommodate up to 200 people each
- **Greenville** showcases environmental groups and technology and non-profit groups.
- **Arts Village** area showcases local artists and crafters.
- **Family** area features fun family activities like drum circle, face painting and craft making.
- Local print media advertising reaches over 50,000 households in the Sudbury area.
- NLFB television and radio commercials run throughout Northeastern Ontario – from Sault Ste. Marie to North Bay to Kapuskasing.
- NLFB advertises in the *Rainbow Country Travel Guide* (50,000 copies distributed across the province) and various other publications and websites reaching a huge province-wide audience.

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.
- Some of Canada's most famous musicians and artists, along with international stars, have appeared at NLFB, including Shania Twain, Rita McNeil, Stan Rogers, Don McLean, Buffy Sainte Marie, Blue Rodeo, Natalie McMaster, Bruce Cockburn, Colin James, Randy Bachman, Buckwheat Zydeco, Ashley MacIsaac, Crash Test Dummies, Jeff Healey and artist Lynn Johnson.
- Nearly **300 volunteers** from the community work diligently for months to help organize and put on the festival. Numerous volunteers also work throughout the year as board members or by helping put on concerts and helping out at fund-raising activities.
- NLFB's 'Green Initiatives', launched in 2008, keep thousands of disposable water bottles and drink cups out of the landfill by issuing reusable water bottles to all volunteers, and selling reusable drink mugs at the beer tent. NLFB will continue working toward the elimination of disposable drinkware along with food containers and utensils on site.
- NLFB was named one of the **Top 100 Festivals** in Ontario in 2008, out of over 3,000 festivals held throughout the province.
- NLFB is an incorporated charitable organization with a year-round office and staff.



Mose Scarlett and Jeff Healey



Stan Rogers



Rita McNeil



Don McLean

Where Do You Fit In?

Northern Lights Festival Boréal Sponsor Benefits – 2012

Benefit	Sponsorship Level	Platinum (over \$10,000)	Gold (over \$5000)	Nickel (over \$2500)	Copper (over \$1000)	Friend (\$200 to \$1000 cash or in-kind)	Media (paid and contra)
Stage Name and Banner		Main Stage Area (1 day + evening)	Arts Village Area (1 day + evening)	Daytime Stage (weekend)	Banner on-site	Banner on-site	Stage Partnership
Print Media Campaign (minimum of <i>The Sudbury Star</i> , <i>Northern Life</i> and <i>Le Voyageur</i>)		Logo	Name				Your Media
Poster (minimum 400 copies city-wide)		Logo	Logo	Name	Name		Logo
Rack Card (minimum 5000, distributed province-wide)		Logo	Logo	Name	Name		Logo
Program Book Advertising (4000 copies on-site)		FREE 1/2 Page Ad	FREE 1/4 Page Ad	FREE 1/8 Page Ad			
Program Book Recognition		Logo on Cover and Sponsor Page	Logo on Sponsor Page	Name on Sponsor Page	Name on Sponsor Page	Name on Sponsor Page	Logo on Sponsor Page
Website Recognition and Hotlink (until December 2012)		Logo on Home Page	Logo on Sponsor Page	Name on Sponsor Page	Name on Sponsor Page	Name on Sponsor Page	Logo on Sponsor Page
MC Recognition from Stage		Your Stage	Your Stage	Your Stage	At Least Once a Day from Daytime Stage		Your Stage
Passes (minimum - as negotiated)		10 Weekend Passes	4 Weekend Passes	4 All-Day Passes (Saturday or Sunday)	2 All-Day Passes (Saturday or Sunday)	2 Friday Night Passes	Comps and Media Passes As negotiated
Recognition in Post Festival Thank You Ad in <i>The Sudbury Star</i>		Name	Name	Name	Name	Name	Name

All Sponsors, Partners and Media also:

- can buy additional passes at NLFB member price (approx. 15% discount)
- have industry exclusivity at their stage
- receive recognition on the on-site NLFB Sponsors sign
- will have their banner on-site when it isn't on a stage
- are invited to any Sponsor and Volunteer Appreciation event(s)

PLEASE NOTE: THIS CHART IS A GUIDELINE ONLY!

ALL SPONSORSHIPS AND PARTNERSHIPS ARE NEGOTIATED ON AN INDIVIDUAL BASIS.



**NORTHERN LIGHTS
FESTIVAL BORÉAL**

Contact:

Northern Lights Festival Boréal
19 Grey Street, Suite 3
Sudbury ON P3E 3L2

Tel: (705) 674-5512
Fax: (705) 222-9574
nlfbmarketing@gmail.com
www.nlfbudbury.com

