

# NORTHERN LIGHTS FESTIVAL

The poster features a vibrant, multi-colored background of aurora borealis in shades of blue, purple, and teal, with a starry night sky. In the center, a black silhouette of a coniferous tree stands on a mountain peak. The bottom of the image shows a jagged mountain range silhouette.

FORT NELSON BC, CANADA

# 2020 SPONSORSHIP

Sponsorship packages are available on an a-la-carte basis, including custom branding and activations. Sponsor logo placement and recognition is dependent on total investment. NLF's premium sponsorship tiers (Gold and Platinum) begin at \$10,000. **All prices are in CDN dollars.**

*Contact Cathleen McMahon for the best package for your company's goals: [nlf@mmgrp.ca](mailto:nlf@mmgrp.ca) / 250-668-3338*

## OFFICIAL EVENT SPONSORSHIP

Events include listing anywhere relevant in print, online and onsite with your logo. Food is included in the event cost. Event Sponsorship include the right to make remarks.

Opening Ceremonies - \$2500
Northern Lights Festival Official Cultural Concert - \$5000
Northern Lights Festival Marketplace - \$2500
Northern Lights Festival Official Canadiana Concert - \$5000
Northern Lights Festival Official Country Concert - \$5000
Closing Ceremonies - \$2500
Pancake Breakfast - \$2500
Cultural Stop - \$500 per stop (10 opportunities)

# 2020 ON-SITE VISIBILITY

## BRANDING

Add your logo to the highest visibility items at the festival! NLF will send you a proof for final approval.

Lanyards - \$1,000 (Provided to every festival registrant when they arrive and worn throughout the festival. Price includes production)

Wristbands - \$1,000 (Provided to every festival registrant when they arrive and required for entry throughout the festival. Price includes production)

Totebag (exclusive) - \$2500 (Provided to every festival attendee when they arrive. Price includes production.)

Volunteer T-Shirts - \$1500 (Highly visible, worn by 100+ volunteers filling key roles throughout the festival)

## EXHIBITING / INSTALLATIONS

The Northern Rockies Regional Recreation Centre is the hub of the Northern Lights Festival. The entire centre becomes home to the Northern Lights Marketplace, Registration and Information Centre, Concert Events and partnership events.

Customize your exhibit or installation. **Exhibit tables and installations in the Lobby and Upper Lobby start at \$250 up to \$600.**

# 2020 DIGITAL ADVERTISING

## DIGITAL ADVERTISING

### *E-newsletter Banner*

Sponsor the e-newsletter for the entire marketing season.

E-newsletter sponsorship - \$600 (The e-newsletter is delivered to all registrants past and present monthly with festival announcements, news and information.)

### *Website Sponsorship*

Sponsor the website for the year of the festival - reset June 1st annually.

Website sponsorship - \$1500 (The website is renewed and redesigned each year. Your sponsorship with banner ads along the bottom of the website continues until June 1st)

# 2020 PRINT ADVERTISING

## PROGRAM BOOK

Provided to each festival attendee as they arrive, the program book serves as the guide and record of all official festival activities.

Back Cover - Title Sponsor
Inside Front Cover, Inside Back Cover - \$500 (Early Price) / \$650 Regular price after December 1st
Full page - \$300 (Early Price) / \$450 Regular price after December 1st
1/2 page - \$200 (Early Price) / \$300 Regular price after December 1st
1/4 page - \$150 (Early Price) / \$225 Regular price after December 1st

## POCKET GUIDE / PASSPORT / FESTIVAL MAP

The Pocket Guide is the go-to print edition of all events. The Passport is a booklet for festival attendees to discover and learn about Fort Nelson. The Festival Map is an insert in the Program Book that shows where all events, administration, amenities and advertisers are located in Fort Nelson.

Pocket Guide - Cover Logo and sponsorship - \$1500 (Early Price) / \$2000 Regular price after December 1st
Passport - Sponsorship \$500
Festival Map - Sponsorship - \$750 (includes large ad on reverse / centre)
Festival Map - Advertiser - \$100
Festival Map - Advertiser plus Back Ad - \$150

## TOTE BAG INSERTS

Limit of 15 sold. Sponsor is responsible for producing approximately 1500 items to insert. Shipping details and production numbers to be determined by December 1st.

Large item or Magazine - \$500
Medium or Branded Item - \$350
Postcard or Sheet of Paper - \$200

# OUR MISSION

To nurture the community and culture of Fort Nelson through the sharing of Northern BC's history, heritage, natural wonders and the showcasing of Canadian artists to an international audience.



## ABOUT NLF

The Northern Lights Festival is heading into its second year as a recognized event by the Western Canadian Diversification Fund. In 2019, the inaugural festival welcomed over 300 international guests to Northern BC. The festival is projecting attendance in excess of 1000 people from overseas in 2020 and 500+ from regional areas and within Canada.

NLF welcomes over 20 local and nationally recognized artists to perform over the 10 day festival. Attendees are presented the history of the Fort Nelson First Nations, the abundance of winter activities, the glorious experience of the Northern Lights and introduced to the community of Fort Nelson through the Northern Lights Marketplace.

Come and experience Northern BC. Join us for ten days of magical adventures.