



NEWFOUNDLAND AND LABRADOR FOLK FESTIVAL SPONSORSHIP GUIDE



JULY 10 - 12, 2020

**JOIN US TO PROMOTE THE MUSIC AND
CULTURE OF NEWFOUNDLAND AND LABRADOR**

ABOUT US

The Newfoundland and Labrador Folk Festival is a summertime tradition shared by thousands of people for over 40 years. Over three days in August, the festival is a meeting ground for friends and families, and a highlight of the summer calendar. We come together to celebrate our own distinct brand of music and cultural expression and to welcome visitors to our home.

10,000 ATTENDEES

300 VOLUNTEERS

95 UNIQUE PERFORMANCES

70 HOURS OF PROGRAMMING

200 ARTISTS FROM HOME AND AWAY

We feature some of the best entertainers our province has to offer, and invite many more from across Canada and beyond. Some recent highlights include Sarah Harmer, Matt Andersen, Hey Rosetta, Fortunate Ones, and The Once. In addition to our Main Stage programming, we also present a number of intimate sessions in tents throughout the park grounds.

ORAL TRADITIONS

HOMEMADE JAM

NEIL MURRAY YOUTH STAGE

DANCE

INSTRUMENTAL

ESPACE FRANCO

The Newfoundland and Labrador Folk Festival is operated by the Newfoundland and Labrador Folk Arts Society (NLFAS), a charitable organization dedicated to preserving and promoting the traditional arts of our province. The NLFAS operates year-round with our weekly Folk Night, Annual Holiday Wassail, Young Folk at the Hall workshops, and other concerts and events.

6,400 FACEBOOK
FOLLOWERS

1,950 INSTAGRAM
FOLLOWERS

8,175 TWITTER
FOLLOWERS

JOIN US

WE HAVE MANY OPPORTUNITIES FOR YOUR COMPANY TO JOIN IN OUR CHORUS AND TAKE YOUR PLACE ON STAGE WITH THE STARS.

ECO SPONSOR

Show your brand's commitment to the environment by sponsoring our sustainability efforts, including water stations and multi-stream waste management.

VOLUNTEER SPONSOR

Our 300 volunteers are the face of the festival.
Your support helps us recognize their significant contribution.

HOSPITALITY SPONSOR

Help us take great care of our performers and guests.

ACCESSIBILITY SPONSOR

We take great care to make our festival as inclusive as possible.
Your support makes sure our site is accessible to all.

SPECIAL EVENTS

Create an unforgettable VIP experience for your employees and clients with a special package tailored to your needs, including festival tickets, food and drink.

IN-KIND SUPPORT

Our festival relies on many goods and services providers, and we are happy to recognize in-kind support with brand exposure.

BENEFITS

WE OFFER CUSTOM SPONSORSHIP PACKAGES BEGINNING AT \$1,000 FOR BOTH CASH AND IN-KIND CONTRIBUTIONS.

SPONSORSHIP LEVELS

PATRON \$1,000 - \$2,499

BRONZE: \$2,500 - \$4,999

SILVER: \$5,000 - \$7,499

GOLD: \$7,500 - \$9,999

PLATINUM: \$10,000 - \$29,999

TITLE: \$30,000 +

BENEFITS MAY INCLUDE, BUT NOT LIMITED TO:

SOCIAL MEDIA SPOTLIGHTS, PRINTED MATERIALS, BILLBOARDS, WEBSITE, FESTIVAL SIGNAGE, FESTIVAL PASSES, SPECIAL EVENT INVITATIONS.

We thank you for your support of one of Canada's oldest Folk Festivals and look forward to working with you to preserve the intangible cultural heritage of Newfoundland and Labrador.

Visit us at nlfolk.com

Contact sponsorship@nlfolk.com
to discuss your custom sponsorship package