



SUMMER
Concert Series

**ARTS &
CULTURE**
Nights

MOVIE
in the Park

SPONSORSHIP PACKAGE



NORTH BAY
ONTARIO • CANADA



Sponsorship Package

Introduction

Celebrate summer nights at North Bay's Waterfront with the City of North Bay's Summer Concert Series, Arts and Culture Nights, and Movie in the Park events.

These free gatherings, held on select evenings throughout summer, attract thousands and showcase local talent. Sponsorship brings brand visibility, positive associations, and supports the community. Connect with North Bay's vibrancy and culture while promoting your brand.

This package outlines sponsorship opportunities available for the Summer Concert Series, Arts and Culture Nights and Movie in the Park events.

Sponsorship Benefits

Benefits Promotion and Advertising Details

Full use of the logo and name of the event for promotion, advertising, and merchandising purposes during the term of the sponsorship agreement. Examples include:

- Newspaper
- Television
- Radio
- Banner Display
- Posters
- Website
- Social Media

GENERAL BENEFITS OVERVIEW

A sponsorship association with the Summer Concert Series, Arts and Culture Nights and Movie in the Park events, delivers an integrated package of benefits including comprehensive media inventory, signage and promotional rights. Following are some of the general benefits of a sponsorship with these Summer events.

- Comprehensive promotional and advertising rights
- Event pre-promotion
- On-site exposure
- Online exposure



Cash Sponsorship Packages

Packages

Platinum

\$5,000 - \$10,000

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event
- Website Link
- Logo on Poster
- Branding of an Attraction/Other
- Banner Displayed on Main Stage
- Booth Space on Grounds

Gold

\$2,000 - \$4,500

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event
- Website Link
- Logo on Poster
- Branding of an Attraction/Other
- Banner Displayed on Main Stage

Silver

\$750 - \$1,500

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event
- Website Link
- Logo on Poster

Bronze

\$250 - \$700

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event





In-Kind Sponsorship Packages

Packages

Platinum

\$15,000+

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event
- Website Link
- Logo on Poster
- Branding of an Attraction/Other
- Banner Displayed on Main Stage

Gold

\$5,000 - \$10,000

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event
- Website Link
- Logo on Poster

Silver

\$2,000 - \$4,500

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event

Bronze

\$750 - \$15,000

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed in Thank you Ad
- Logo on Website
- Banner Displayed at Event

Festival Friends

\$250 - \$500

- Name listed on Sponsorship Board
- Name Listed in Sponsorship Section of Website
- Name Listed On Thank You Ad



Sponsorship Package

Business Name	Contact Name
Street Address	City
Postal Code	Business Phone
Email	

Section A - Sponsorship Contribution

For the 2024 event, the value of my cash contribution is: \$ _____ (A) In addition to or in place of a cash, or will make an in-kind contribution valued at: \$ _____ (B)

My total sponsorship contribution total value is: (A + B) \$ _____ (C) Total

Section B - Invoicing Option

Please check one of the following:

- Full invoice to follow
- Special terms as outlined below
- Just in-kind sponsorship - no cash

Section C - Event

Please check one of the following:

- Arts and Culture Nights
- Summer Concert Series
- Movie in the Park

Section D - In-kind contribution (if applicable)

Signature	Date
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Arts, Culture & Recreation
The Corporation of the City of North Bay
200 McIntyre Street East, North Bay P1B 8V6
Phone (705) 474-0400 Ext. 2329 or 2335
northbay.ca/sponsorship

Personal information on this form is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of processing sponsorships. Questions about this collection or personal information should be directed to the City Clerk, 200 McIntyre Street East, North Bay (705) 474-0626, ext. 2510.