



MANDATE

The Northern Lights Bluegrass and Old Time Music Society exists to provide opportunities to enjoy and participate in bluegrass and old time music entertainment. We wish to preserve and promote these genres in Saskatchewan and beyond. The education component and connection to our prairie music heritage makes the organization more than a festival and entertainment provider - it is part of the culture of the province and an active participant in making and preserving music history. We are a not for profit registered charity.

EVENTS

Programming now includes events throughout the year! The magic of this music is continually shared and promoted throughout Saskatchewan. New to our regular programming schedule is the Bluegrass at the Barn events in both Saskatoon and Regina in June, and our workshop opportunities, regularly scheduled jams and concerts from September to June through our partnerships with The Basement in Saskatoon and The Artesian and Eastview Community Center in Regina

Every August at the beautiful Ness Creek site in Northern Saskatchewan, we host a four day Music Camp, with our main stage festival artists as instructors. They instruct our camp participants in traditional instruments for all ages and skill levels and spend the week collaborating and jamming with our music campers. At the end of camp, our three day Music Festival begins and opens up a fantastic weekend of dancing, music, storytelling, workshops and jamming in the boreal forest.

WHY WE DO IT

We learn, we do, we teach.

We provide an opportunity where emerging and experienced musicians alike learn, collaborate and make music together. An integral aspect of bluegrass and old-time music is the jamming that happens when the stage performances are through. From the large backstage campfire jams to the smaller intimate jams that happen spontaneously when an instrument or two arrives and begins another session of learning and sharing. We gather again under the trees and stars to celebrate the music that grew up in the community halls, kitchens and hometown celebrations of our beautiful prairie province. Help us preserve the traditional instrumental and vocal heritage of Bluegrass and Old Time Music and be a part of bringing and teaching that music to the next generation.

The community musical gathering provided at our events is truly one of a kind, and we hope to share it with everyone in our beautiful province.

SPONSORSHIP

They say it takes a village to raise a child and it will take a province of generous sponsors to preserve this musical heritage for those children. Many of us remember falling asleep on a pile of coats at the

community hall or learning to square dance at school. Sadly those things have been lost to our fast paced modern age and we want to bring those experiences back to families in the best way possible, by finding and bringing the music, dancing and storytelling to them to experience firsthand at our events, jams, camp and festival.

Sponsorship Packages

Most packages come with a variety of marketing and reciprocating advertisement to our patrons and membership.

Platinum Level \$10,000

Used for **Presenting Sponsors** by which your company co-produces our events with us

- Promotional rights to reference your company as the presenting sponsor
- Presenting sponsor recognition on all controlled communications
- An original jingle featuring your company performed and videotaped for future use by your company or Northern Lights
- Numerous company mentions from the stage throughout all events
- Optimum main stage signage banner at festival(provided by sponsor)
- Opportunities for you staff to volunteer

Advertising:

- Your company's logo included in all event advertising materials
- Sponsorship link and logo on festival website
- Half-page ad/feature in festival program
- Mentions on social media platforms
- 10x10 promotional VIP tent for your company
- Access to the backstage hospitality cantina at festival
- Acknowledgement in event final reports
- 8 complimentary festival all access passes

Gold Level \$5,000

Used for **Mainstage** and **Workshop** Sponsorship

Main stage or title workshop named for your company

- Promotional rights to reference your company as the stage or workshop sponsor
- Opportunities for artist introductions on stage or introduce workshop
- Inclusion in the original jingle medley of sponsors, performed and videotaped for use by your company or Northern Lights
- Numerous company mentions from the stage throughout the festival
- Optimum main stage signage banner (provided by sponsor)
- Opportunities for your staff to volunteer

Advertising:

- your company's logo included in all event advertising materials
- Sponsorship link and logo on festival website
- Half-page ad in the festival program
- Mentions on social media platforms
- 10x10 promotional VIP tent for your company
- Access to the backstage hospitality cantina
- 6 complimentary festival all access passes

Silver Level \$2,500

Used for **Artist** Sponsorship

- Sponsor a band for the festival with prominent mentions during breaks and prior to band performing
- Meet-and-greet with your sponsored band
- Your name associated with a specific band in all controlled advertising

- Promotional rights to reference as the band sponsor
- Opportunities for artist introductions on stage
- Mentions on social media platforms
- Sponsorship link and logo on festival website
- Banner (provided by sponsor) around the stage area
- Half-page ad in the festival program
- Company name/logo on festival signage
- 4 complimentary festival all access passes

Bronze Level \$1000

Used for ***Technical/Sound, Transportation, Volunteers, Children's Programming/Area***

- Your name associated with your chosen area in all controlled advertising
- Promotional rights to reference your sponsorship in your chosen area
- Opportunities for artist introductions on stage
- Mentions on social media platforms
- Sponsorship link and logo on festival website
- Banner (provided by sponsor) around the corresponding area and in house advertising and gate program
- Company name/logo on festival signage
- 4 complimentary festival all access passes

Patron Level \$500 or less and/or In Kind Donations

Used for ***Site Supplies, Dance Floor, Old Time Dance***

- Mentions on social media platforms
- Sponsorship link and logo on festival website
- Banner (provided by sponsor) at the entrance gate
- Company name/logo on festival signage, gate program
- 2 complimentary festival all access passes

In Kind Donations:

We know that not all companies are in a position to donate money. However, we have many needs that could be met with in kind support. The following items are some examples:

propane, groceries, fire wood, musical instruments, tents, screen gazebos, heaters, quads, golf carts, and locally made gifts to give to visiting musicians and writers from across North America.

Please contact us at sponsors@northernlightsbluegrass.ca if you believe this would be a good option for your company, and we can discuss formal recognition.

MUSIC CAMP SPONSORSHIPS

SEND A CHILD TO MUSIC CAMP SCHOLARSHIP

A \$500 Scholarship provides:

- A beginner or intermediate class for child
- One (1) child, one (1) parent accompanied

- Camping site included, welcome bbq, but no meals package

A \$1000 Scholarship provides:

- Beginner, intermediate class for child
- One (1) child, one (1) parent accompanied
- Camping site and welcome bbq, lunch meals accommodated for student and parent

A \$1500 Scholarship provides:

- Beginner, intermediate classes for child and parent
- One (1) child, one (1) parent accompanied
- Camping site and inclusive meals (all meals) accommodated for both student and parent

SPONSORS RECEIVE:

- 2 complimentary festival tickets
- Logo placement on all non-paid marketing materials
- A special social media shout out to our target audience during music camp
- A letter of recognition of you or your organization including a special thank you from our students

At Northern Lights Music Camp, we provide a wonderful music opportunity and camp experience for young musicians and their families, from beginner to advanced learners. Our students have the time of their lives, making friends and learning in a new and musically challenging environment. Our students are immersed in music and nature all day, and it is impossible for them to not leave inspired and motivated!

ACCESSIBLE MUSIC INITIATIVE

The Accessible Music Initiative seeks to assist musicians with music camp tuition, regardless of age. The organization has been able concentrate its efforts assisting older youth, ages 18-25 to attend classes, however, we will endeavor to help older adults as well, should they apply.

A \$500 Scholarship provides:

- An intermediate or advanced class registration
- One (1) older youth or adult
- Camping site included, welcome BBQ but no meal package

SPONSORS RECEIVE:

- 2 complimentary festival ticket
- Logo placement on all non-paid marketing materials
- A letter of recognition to you or your organization including a special thank you from our students