

LIGHTFOOT FESTIVAL

Sponsorship Package

OCT 29TH - OCT 31ST | 2026





LIGHTFOOT FESTIVAL

The Lightfoot Festival is an all-volunteer, not-for-profit organization whose mission is to preserve and present the music and legacy of Gordon Lightfoot through live performances, events, presentations and workshops by many musicians and storytellers, who present and perform in honour of Gordon Lightfoot.

Sponsorship Opportunities

Platinum Sponsor (One Sponsor)
"If You Could Read My Mind" \$9,000

Premiere Sponsor (Two Sponsors)
"Sundown" \$6,000

Gold-Level Sponsor
"Carefree Highway" \$2,500

Silver-Level Sponsor
"Early Morning Rain" \$1,500

Bronze-Level Sponsor
"Beautiful" \$750

Program Advertising

LIGHTFOOT FESTIVAL

Thank you for considering a sponsorship and partnership with the Lightfoot Festival. As the premiere festival dedicated to preserving and presenting the legacy of Gordon Lightfoot, we appreciate your participation in this exciting opportunity. The Lightfoot Festival is delighted to, once again, host musicians, fans and folk-lovers from across Canada and around the world for three-days of live performance, storytelling, musical events and workshops in 2026. Please join us in honouring Gordon Lightfoot's legacy in his hometown of Orillia, Ontario, Canada.

The Lightfoot Festival was inaugurated following the death of Gordon Lightfoot on May 1st, 2023. The headlining act performs at the majestic Orillia Opera House on the Thursday night, with workshops, storytelling and events taking place on Friday and Saturday.

We look forward to the wonderful opportunity to work together in preserving and presenting the life, times and music of Gordon Lightfoot and we hope you will join us for the Lightfoot Festival 2026.

Thank you for your consideration of our partnership opportunities!

Best regards,

Daphne Mainprize,

Vice-President, Lightfoot Festival

LIGHTFOOT FESTIVAL 2026 Schedule Of Events – Oct 29 - 31

Thursday, October 29th – 7:30 p.m.
Orillia Opera House

- The Lightfoot Band

**Friday, October 30th – 1-4 p.m. and
7-10 p.m. Creative Nomad Studios**

- **Mayor's Proclamation**
- **Afternoon Interactive Sessions**
Featuring musicians demonstrating Lightfoot's unique way of creating his songs and building performances and recording sessions.
- **Evening of Song**
Featuring Choir Revolution with Brett Caswell. This interactive evening will engage the audience in performing and recording a favourite Gordon Lightfoot song.

**Saturday, October 31 – 2 to 5 p.m.
and 6-9 p.m. Quayle's Brewery**
(shuttle provided)

- **Afternoon – Lightheaded: Documentary & Musical Tributes**
Featuring the documentary Lightheaded: A Gordon Lightfoot State of Mind along with a discussion and music.
- **Evening – Sundown Session**
Join local Lightfoot tribute bands celebrating the music of Canada's troubadour. Closing ceremonies at 8:30.

PLATINUM SPONSOR - *"If You Could Read My Mind"* \$9,000 with exclusive experiences with the headliner band (*One Sponsor*)

Naming Rights

- "Headliner band presented by "Sponsor name" on all promotions, stage banner and announcement
- Logo Placement
- Prominent on event posters, website, apps, and social media posts about the headliner. Also, on-stage signage

Digital Shoutouts

- Exclusive mentions in email blasts and push notifications
- Two dedicated feature stories/posts on social media

Advertising in Festival Program

- Full-page ad (premiere placement)

Logo and Listing

- Logo and listing on festival website; socials; advertising, press releases

Tickets & Access

- 20 VIP tickets to headliner concert
- Free admission for 10 people to Friday/Saturday events

Merchandise

- 20 festival t-shirts

On-Site Presence

- Booth availability at the headliner concert venue (sponsor set up)
- Profile placement of banners and promotional materials at key venue

Exclusivity

- Sole sponsor in your industry

Hospitality

- Host an event at your venue of choice (e.g., pre-festival mixer or after-party)
- Sponsor or promote a special beverage
- Private meet-and-greet with selected musicians

Speaking & Mentions

- Speaking opportunities at all events (e.g., bring greetings/thanks)
- Mentions in press releases and daily stage announcements
- Dedicate a song/set to your brand at the headliner concert

Charity & Giveaways

- Brand a charity donation match for a Lightfoot-related cause (e.g. youth group) – up to \$500 value from festival
- Brand giveaways throughout the festival

PREMIERE SPONSORSHIP – “Sundown” \$6,000 (Two Sponsors)

Speaking & Visibility

- Speaking opportunity (welcome remarks on Friday night)
- Key logo placement at all events

Advertising in Festival Program

- Half-page ad in festival program

Logo & Listing

- Logo and listing on festival website, socials, advertising and press releases

Tickets & Access

- 10 tickets to headliner concert
- 5 tickets to Friday/Saturday events

Merchandise

- 10 festival t-shirts

On-Site Presence

- Booth availability at headliner concert (sponsor set up)

Exclusivity

- Sole sponsor in your industry

Promos

- Brand giveaways at Friday events

GOLD – “Carefree Highway” \$2,500 (2 Sponsors)

Advertising in Festival Program

- One-quarter page ad in festival program

Tickets & Assess

- 4 VIP tickets to headliner concert
- Free admission for 4 people to Friday/Saturday events

Logo & Listing

- Logo on festival website; socials; advertising and press releases

Merchandise

- 4 festival t-shirts

Mentions

- Daily mentions at events
- Social media shoutouts

Visibility

- Banner and/or logo at Saturday events

SILVER – “Early Morning Rain” \$1,500 (3 Sponsors)

Advertising in Festival Program

- One-eighth page ad in festival program

Tickets & Access

- 2 VIP tickets to headliner concert
- Free admission for 2 people to Friday/Saturday events

Logo & Listing

- Logo on festival website; socials; advertising and press releases

Merchandise

- 3 festival t-shirts

Mentions

- Daily mentions at events

Visibility

- Banner and/or logo at select events

BRONZE – “Beautiful” \$750 (3 Sponsors)

Advertising in Festival Program

- Business card ad in festival program

Tickets & Access

- 1 VIP tickets to headliner concert
- Free admission for 1 person to Friday/Saturday events

Logo & Listing

- Logo on festival website; socials; advertising and press releases

Merchandise

- 2 festival t-shirts

Mentions

- Daily mentions at events

FESTIVAL PROGRAM ADVERTISING ONLY (Standalone Options)

“Canadian Railroad Trilogy” – Festival Program Advertising

- \$500 – Full page
- \$350 – Half page
- \$250 – Quarter page
- \$150 – Business card

SPONSORSHIP COMMITMENT

LIGHTFOOT FESTIVAL

COMPANY NAME _____ PHONE _____
CONTACT PERSON _____ CITY _____
STREET ADDRESS _____ PROV _____ POSTAL CODE _____

Sponsorship Tiers

- ☐ Platinum Sponsor - \$9,000
- ☐ Premiere Sponsor - \$6,000
- ☐ Gold Sponsor - \$2,500
- ☐ Silver Sponsor - \$1,500
- ☐ Bronze Sponsor - \$750
- ☐ Festival Advertising - \$ _____

Payment Method:

☐ Invoice Required (Emailed to address provided on this form)

☐ Cheque ☐ Visa ☐ MC

Name on Credit Card _____

Credit Card # _____

Expiry _____ CVV _____

Company Logo & Advertisements

Sponsor identification items including logo and advertisements must be received by October 1st, 2026. Advertisements in high resolution PDF with bleed. Logo files in vector PDF, SVG or EPS.

Authorized Signature

Date

*The Lightfoot Festival is a rain or shine event, although most events are indoor.
There are no refunds due to inclement weather.*

Thank you for your support at the Lightfoot Festival

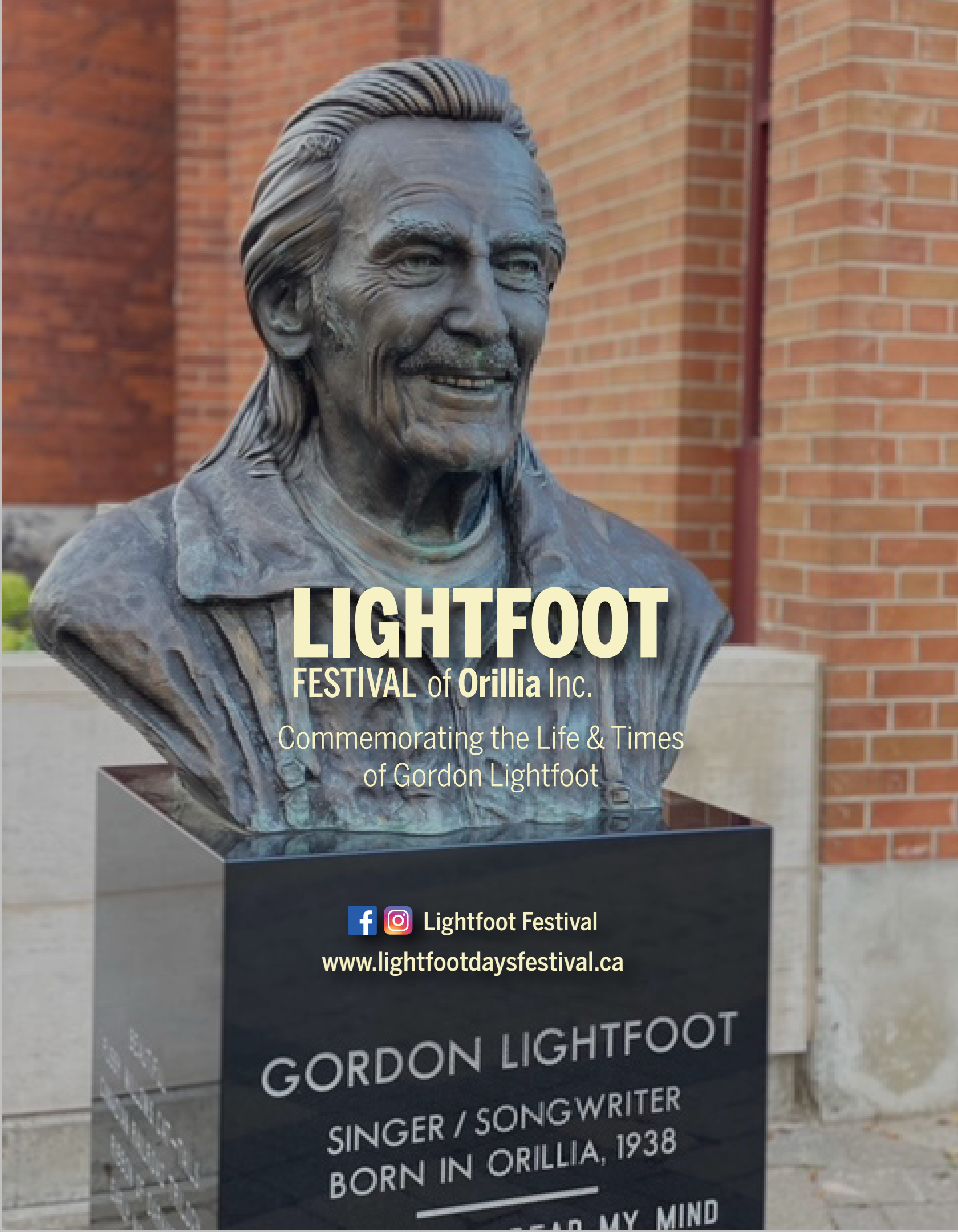
For more information, please contact:

Daphne Mainprize

Vice-President

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705-795-8767



LIGHTFOOT

FESTIVAL of Orillia Inc.

Commemorating the Life & Times
of Gordon Lightfoot



Lightfoot Festival

www.lightfootdaysfestival.ca

GORDON LIGHTFOOT

SINGER / SONGWRITER
BORN IN ORILLIA, 1938

—
DEAR MY MIND