



**SPONSORSHIP
PACKAGE**
2024

bayblockparty.ca



Live Music
Craft Beer + Spirits
Art Installation
Artisan market
Kids Zone
FoodFest
+more

Downtown North Bay
August 24th





Bay Block Party is a community-driven festival presented by the **North Bay and Area REALTORS® Association**

Our mission is to unite people, celebrate local businesses, and support the vibrant downtown core.

Block Culture

Launched in 2017 by the North Bay and Area REALTORS® Association, the formerly recognized *Rocktoberfest* was initially aimed to showcase the transformative power of the arts and culture sector in building community development.

The rebranding in 2019 to **Bay Block Party** proved to be highly successful, attracting an impressive turnout of nearly 4,000 event attendees. Despite a setback in 2020 due to the impact of COVID-19, the ensuing years of 2022 and 2023 witnessed remarkable expansion, with an annual attendance reaching almost 10,000.

Bay Block Party fosters a vibrant and safe downtown atmosphere, celebrating local businesses & supporting the community. With active participation from local musicians, breweries, food vendors, artisans, and family-friendly activities, supporting Bay Block Party contributes to the local economy.

Who We Are

The North Bay and Area REALTORS® Association, (formerly, North Bay Real Estate Board), established in 1957, represents approximately 160 REALTORS® and 19 member offices. North Bay centres an area bound by Sundridge on the south, Temagami on the north, Mattawa on the east and Verner on the west.

Downtown North Bay's fourth annual FoodFest, in collaboration with the Bay Block Party, spotlights local restaurants and food trucks, showcasing the city's rich food culture as a vibrant economic driver.



Non perishable food items brought to the event will be donated to the **North Bay Food Bank.**

Sponsor Levels.

Deadline
July 15th

For all inquiries please contact bayblockparty@gmail.com

Premium

- Tier Level Social Post
- Website Recognition
- Community Board at Event Recognition

\$500+ HST



Elite

- Solo Social Post
- Tier Level Social Post
- Website, Brochure + Poster Recognition
- Community Board at Event Recognition

\$1000+ HST

Super Elite

- Solo Social Post
- Tier Level Social Post
- Website, Brochure + Poster Recognition
- Community Board at Event Recognition
- Personalized Company Acknowledgement at Main Stage (1pm-3pm)
- Promo Video + Interview (30 sec)

\$2000+ HST



Note, please submit by the **July 15th deadline** to ensure your sponsorship appears on the official event poster. Submissions after this deadline will be acknowledged on select platforms.

Sponsor Levels Continued

Deadline
July 15th

For all inquiries please contact bayblockparty@gmail.com

Exhibitor or Kids Zone

- Solo Social Post
- Tier Level Social Post
- Website, Brochure
- + Poster Recognition
- Community Board at Event Recognition
- Personalized Company Acknowledgement at Main Stage (1pm-3pm)
- Promo Video + Interview (45 sec)
- Event Presentation Space
- Personalized Tent (10'x10')

\$5000+ HST

2024 Event Mug

- Solo Social Post
- Tier Level Social Post
- Website, Brochure
- + Poster Recognition
- Community Board at Event Recognition
- Personalized Company Acknowledgements at Main Stage (1pm-6pm)
- Promo Video + Interview (1 min)
- Event Presentation Space
- Logo Printed on Sampling Mug/Souvenir (2,000)

\$7500+ HST

Note, please submit by the **July 15th deadline** to ensure your sponsorship appears on the official event poster. Submissions after this deadline will be acknowledged on select platforms.



Deadline
July 15th

Main Stage Sponsor

- Solo Social Post
- Tier Level Social Post
- Website, Brochure + Poster Recognition
- Community Board at Event Recognition
- All Day, Personalized Company Acknowledgements at Main Stage (*Before all band performances + on stage intro before headliner*)
- 3x Promo Video + Interview (2 min)
- 3x Promo Video + Interview (45 sec)
- Logo 6' x 3' Sound Tent Banner
- Personalized Tent (10'x10')
- (2x) 16' x 6' Main Stage Banners
- Logo on Billboard

\$15000 + HST

Note, please submit by the **July 15th deadline** to ensure your sponsorship appears on the official event poster. Submissions after this deadline will be acknowledged on select platforms.

**DOWNTOWN
NORTH BAY
& WATERFRONT**



Amber Livingstone, Downtown North Bay

705-472-8480 ext. 233 | yourdowntownnorthbay@gmail.com



sponsorship levels

MAIN STAGE
ANNOUNCEMENT

	MAIN STAGE	MUG	KIDS ZONE	EXHIBITOR	SUPER ELITE	ELITE	PREMIUM
WEBSITE LISTING	o	o	o	o	o	o	o
STREET SIGNAGE	o	o	o	o	o	o	o
BROCHURE	o	o	o	o	o	o	
POSTER	o	o	o	o	o	o	
SPONSOR TIER STATIC POST	o	o	o	o	o	o	o
SOLO STATIC SOCIAL POST	o	o	o	o	o	o	
STAGE SHOUT-OUT 1-3 PM	o	o	o	o	o		
STAGE SHOUT-OUT 3-6 PM	o	o					
STAGE SHOUT-OUT 6-9 PM	o						
PROMOTIONAL VIDEO (VARIES BY LEVEL)	o	o	o	o	o		
TENT (10' X 10')	o		o	o			
BILLBOARD	o						
MUG		o					
MAIN STAGE BANNERS (2 - 16' X 6')	o						

E-transfer to eo@nbara.ca
cheques payable to **North Bay and Area REALTORS® Association**