



rev•el•ree

MUSIC FESTIVAL 2025

# SPONSORSHIP OPPORTUNITY

JULY 18-19, 2025 • CANATARA PARK • SARNIA, ON

# INTRODUCTION

## Welcome to Sarnia-Lambton's premiere live music experience – the Revelree Music Festival.

The goal of Revelree is incredibly simple – create one of the best outdoor events of every summer in Canada. To do this, our team is committed to bringing top performers from across Canada and the United States to the stage, for the enjoyment of both residents of our community and visitors, alike.

Festivals of any size and type cannot happen without dedicated supporters such as yourself. And that is why our goal to bring world class musical acts to Sarnia begins right here - with the development of a strong relationship between us.

As a first step toward our new relationship, Revelree is here providing you with all of the sponsorship information you need to make an informed decision about what level of involvement suits you best. We kindly ask you to read through this information and then to let us know how you would like to proceed. If you have any questions along the way, please don't hesitate to reach out.

Thank you for your consideration – and let us enjoy a great weekend celebrating live entertainment, together.



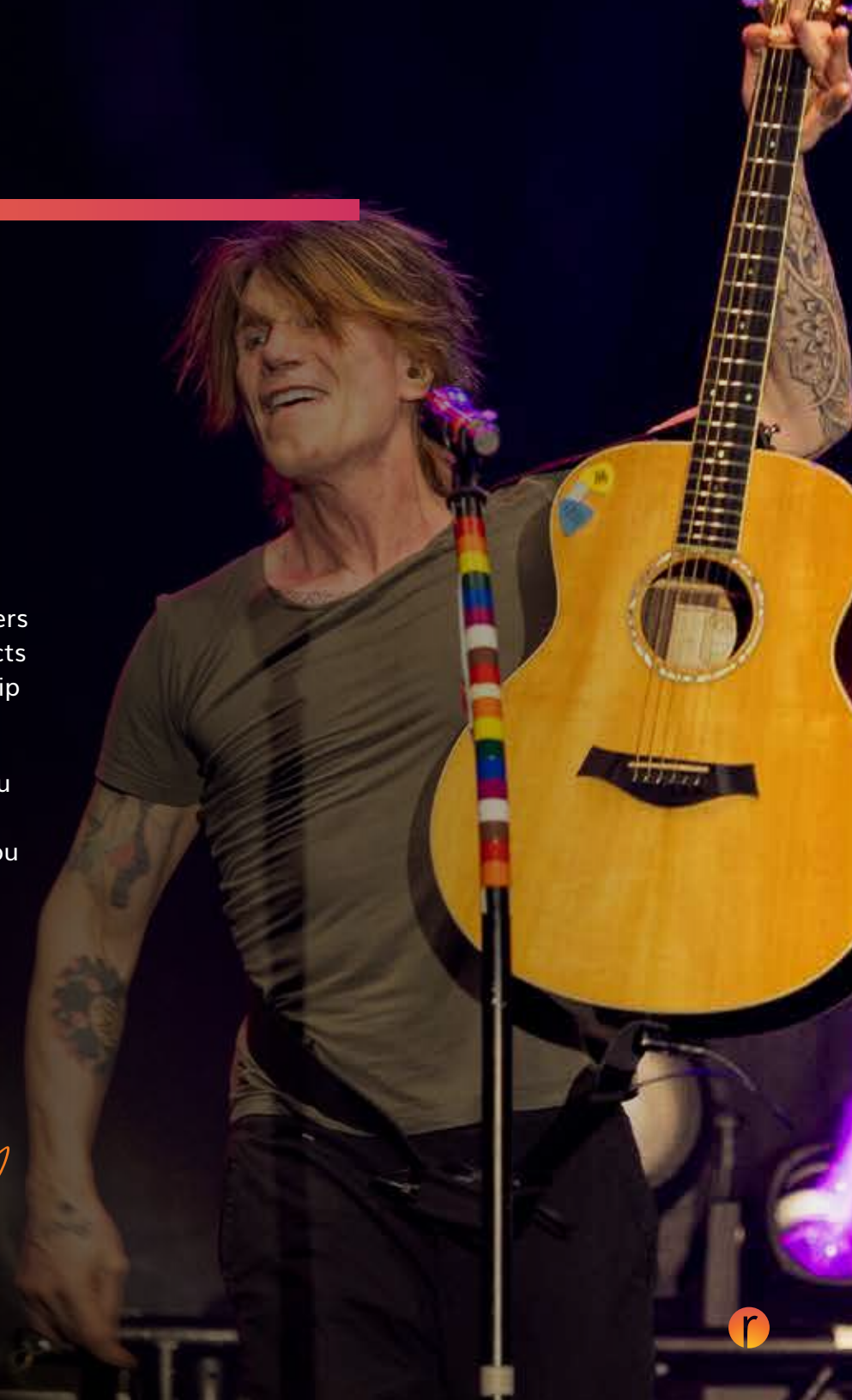
Scott Palko  
Festival Director



Ian Fader  
Festival Operations



Cam Shipley  
Venue Manager





# EVENT DETAILS

An aerial photograph of Canatara Park during a music festival. The park is filled with a large crowd of people, many of whom are sitting on the grass. There are several white tents and structures scattered throughout the park, including a large white tent on the right side. The park is surrounded by dense trees, and the overall atmosphere is festive and lively.

**VENUE**  
**CANATARA PARK**

**DATES**  
**JULY 18-19, 2025**

**TIMES**  
**FRI: 5PM-12AM**  
**SAT: 5PM-12AM**

**EXPECTED ATTENDANCE**  
**10,000 - 15,000**



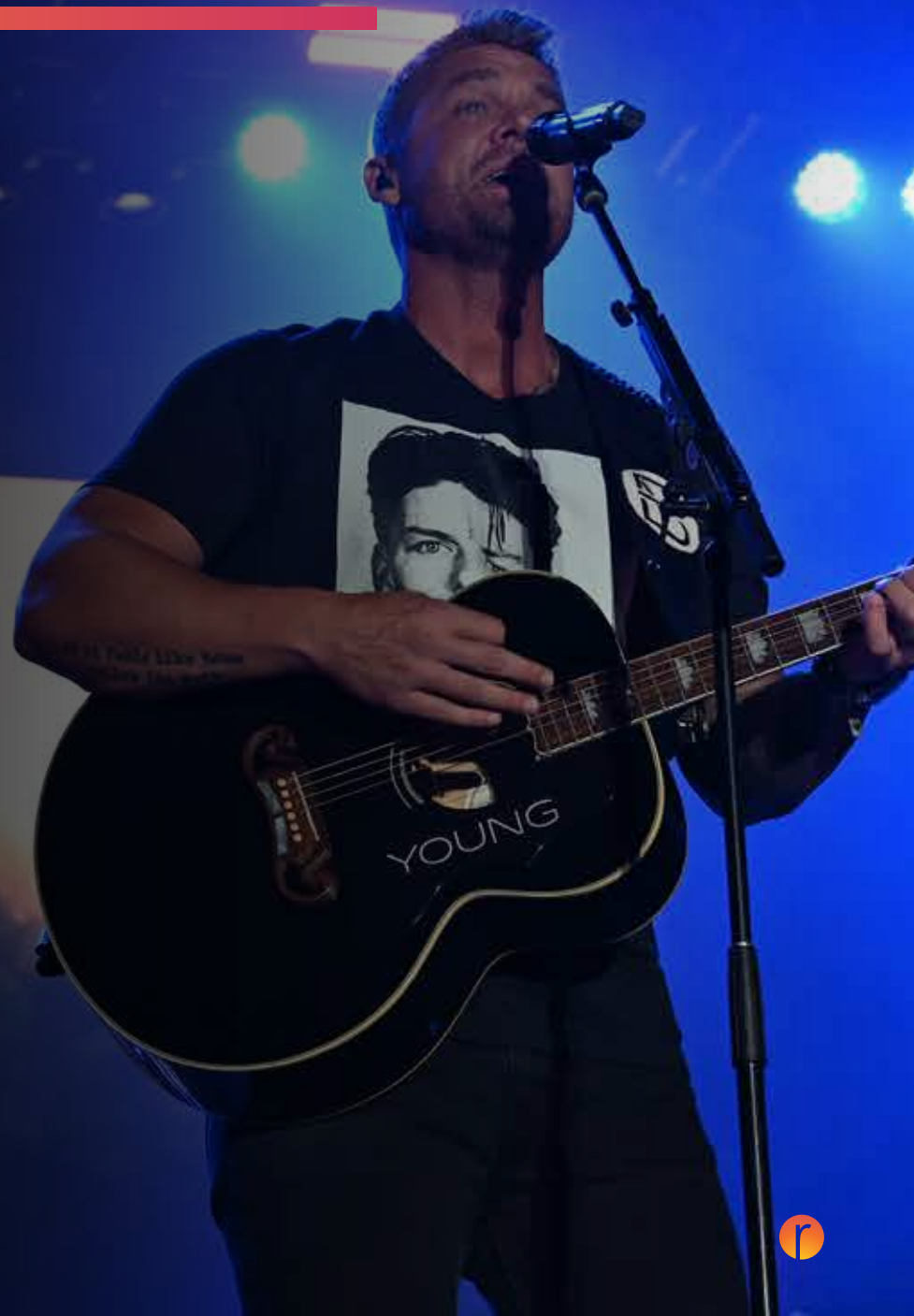
# ABOUT

**The goal of the Revelree Music Festival is incredibly simple – create one of the best outdoor events of every summer in Canada.**

Our event is set up to be a celebration of what people love about Sarnia-Lambton: community, summer, beauty, good times - and music. Revelree, then, is not just a music festival, it is a weekend-long manifestation of everything that makes Sarnia Sarnia. It gives residents another reminder of why they love this place; and it gives visitors a reason to come and be part of what we have to offer.

The name 'Revelree' is derived from two words: revelry and jubilee. The first means 'celebration, festivities and liveliness'. And the second means 'an occasion or season of rejoicing'. These two words are at the heart of what this festival stands for - a joyous, positive celebration with friends. In this case, however, the friendly celebration just so happens to include a few thousand other people all singing, dancing, laughing... in a word, partying... together in a positive and uplifting environment.

The Revelree Music Festival utilizes a cornerstone of the Sarnia-Lambton area in Canatara Park, which places this celebration at the heart of our area's most unique concert venue that completely represents 'summer in Sarnia'.



# CHARITY

**Revelree is committed to donating a portion of proceeds from this show (and all Revelree shows throughout the year) to a number of charitable and non-profit organizations.**

Each year, Revelree engages with as many local charities as possible in hopes of identifying needs within the Sarnia-Lambton community and how our efforts can best provide resources to assist these needs. The support Revelree is able to provide our charitable partners comes through multiple channels, including, but not limited to:



Monetary  
Donations



Volunteering  
Hours



Event  
Sponsorships



PR/Communication  
Support



Scholarship  
Funds



Community  
Events

At the heart of Revelree's operational values is community support and the understanding that for Sarnia-Lambton to be successful as a whole, we have a duty to give as much as possible to the partners and organizations who require it most.

**The Revelree Music Festival is proud to support these charitable organizations:**





# IMPACT

The Revelree Music Festival will be more than just a one-weekend-per-year concert. A primary mandate of this celebratory institution is to be community-centred and commit to playing a positive role in the following three communal pillars:

## COMMUNITY

Revelree will play a lead role in building a stronger Sarnia-Lambton through these proactive measures:

- Partnering with local school and community groups to engage a wide cross-section of residents for event participation and support
- Establishing relationships with other entertainment groups so as to promote the importance of – and participation in – arts and culture in Lambton County
- Promoting volunteerism through the support of over 300 total volunteers, spread across all Revelree related events throughout a calendar year
- Promoting a safe, secure and respectful concert-going environment, indicative of the hospitality of the citizens of Sarnia-Lambton

## ECONOMIC

Revelree is dedicated to strengthening the economic stability of the Sarnia-Lambton region by:

- Utilizing local suppliers for event needs
- Hiring local labour for event-specific and year-round tasks
- Encouraging spending of dollars at Sarnia businesses both during the festival and during Revelree related events throughout the year
- Promoting local partners to maximize public exposure and patronage
- Providing such an enjoyable festival experience, that out of town guests will be inclined to return to our community to spend dollars during off-festival times

## TOURISM

Revelree knows the importance of being a premier tourism generating summer event and will devote its promotional efforts to bolstering Sarnia-Lambton's image by:

- Promoting our community to both Canadian and American geographic regions
- Branding Sarnia-Lambton as a world class festival destination
- Familiarizing out of town guests with the benefits and tourism attractions of Sarnia-Lambton
- Partnering with local businesses to attract visitors to utilize complementary services related to the festival
- Developing an industry leading music festival brand that is recognized across North America



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MUSIC FESTIVAL 2024

# 2024 FESTIVAL SUMMARY

JULY 19-20, 2024 • CANATARA PARK • SARNIA, ON

# 2024 LINEUP

**FRIDAY, JULY 19**

5:15 pm

**AVALON STONE**

6:00 pm

**LOVIET**

7:00 pm

**TEIGEN GAYSE**

8:15 pm

**THE TREWS**

10:00 pm

**GOO GOO DOLLS**

**SATURDAY, JULY 20**

5:15 pm

**STRANGE TIMES**

6:00 pm

**BUCK TWENTY**

7:00 pm

**THE CASTELLOWS**

8:15 pm

**GAVIN DEGRAW**

10:00 pm

**BRETT YOUNG**

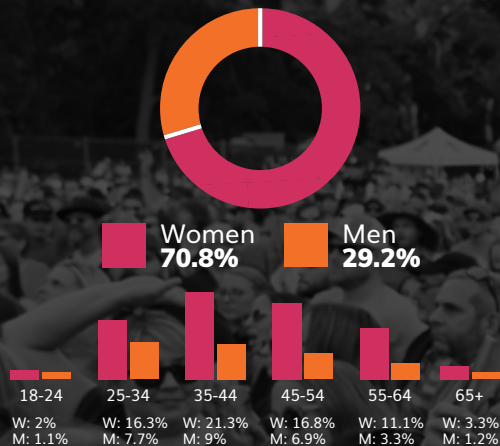




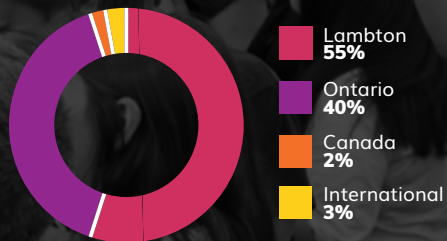


# 2024 OUTCOMES

## DEMOGRAPHICS



## ATTENDEE LOCATIONS



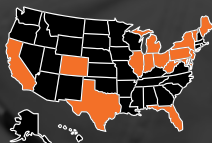
### PROVINCES

AB  
BC  
NL  
NS  
QC  
SK



### STATES

CO  
CA  
FL  
IL  
IN  
MD  
ME  
MI  
OH  
NJ  
NY  
PA  
TX  
VT  
WV



## ORGANIC

IMPRESSIONS  
**4,400,000**

REACH  
**12,000,000**

LINK CLICKS  
**70,000**

AVG. CLICK THROUGH RATE  
**5.5%**

ENGAGEMENTS  
**170,000**

ENGAGEMENT RATE  
**24%**

## PAID

IMPRESSIONS  
**5,200,000**

REACH  
**720,000**

CLICKS TO WEBSITE  
**76,000**

AVG. CLICK THROUGH RATE  
**3%**

AVG. TICKET/ORDER  
**2**

CONVERSION RATE  
**2%**







# TOTALS

**IMPRESSIONS**  
**9,600,000+**

**REACH**  
**12,000,000+**

**LINK CLICKS**  
**147,000+**

**AVG. CLICK THROUGH RATE**  
**4.3%**

**ATTENDEES**  
**7,500+**

**CELEBRATION**  
**1**







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MUSIC FESTIVAL 2025

# SPONSORSHIP DETAILS



# DIAMOND SPONSOR

## LEVEL SPONSORSHIP

**\$50,000** (2)

### Digital

- Official Website – Prominent Company Logo and Link
- Company Logo on Outbound Email Communication
- Company Logo appearing on digital event screens
- Official Social Media Outlets (minimum of 200 total mentions of Company Name, Logo or Hashtag)

### Promotional

- Company logo and/or name on all outgoing promotional items, including, but not limited to:
  - Tickets
  - Posters
  - Flyers
  - Banners
  - Postcards
  - Digital Ads
  - Printed Ads
  - Venue Signage
  - Radio Spots

### Concert

- 15 VIP tickets
- 15 GA Tickets
- Signage
- VIP Entrance
- VIP Parking
- Meet & Greet (Artist Dependent)

### Events

- Company Logo on all Announcement Event promotional materials
- Company Logo on all Launch Event promotional materials
- Company Logo on all After Party promotional materials
- Interview & Speaking Opportunities at Announcement Event
- Promotion and materials at Partner Lead-Up events
- Company Name mentioned in all event Media Releases
- 15 complimentary tickets to the Launch Event
- 15 complimentary tickets to the After Party
- Complimentary tickets to any Revelree Partner Lead-Up events

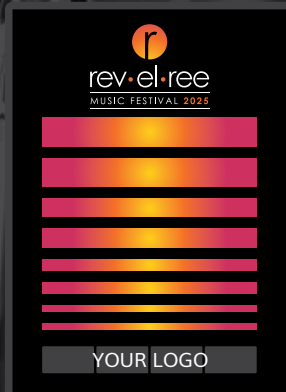
# DIAMOND SPONSOR

LEVEL SPONSORSHIP

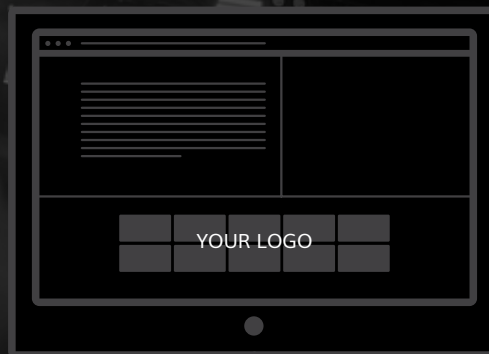
**\$50,000** (2)

## Logo Placements

### Posters & Banners



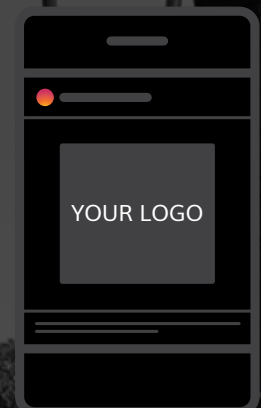
### Website & Ticket System



### Social Media



### Digital Ads



# PLATINUM SPONSOR

## LEVEL SPONSORSHIP

**\$25,000** (3)

### Digital

- Official Website – Company Logo and Link
- Company Logo on Outbound Email Communication
- Company Logo appearing on digital event screens
- Official Social Media Outlets (minimum of 100 total mentions of Company Name, Logo or Hashtag)

### Promotional

- Company logo and/or name on all the following promotional items, including, but not limited to:
  - Posters
  - Flyers
  - Postcards
  - Digital Ads
  - Printed Ads
  - Venue Signage

### Concert

- 10 VIP tickets
- Food (Catered)
- Private Bar
- Private Washrooms
- Signage
- VIP Entrance
- VIP Parking
- 10 General Admission Tickets

### Events

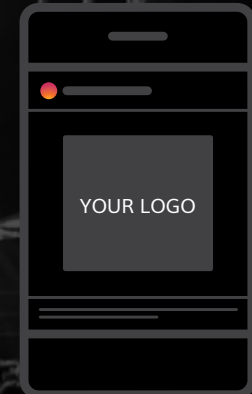
- Invitation to attend the Announcement Event
- 10 complimentary tickets to the Official Launch Event
- 10 complimentary tickets to the Official After Party
- Complimentary tickets to any Revelree Partner Lead-Up events

### Logo Placements

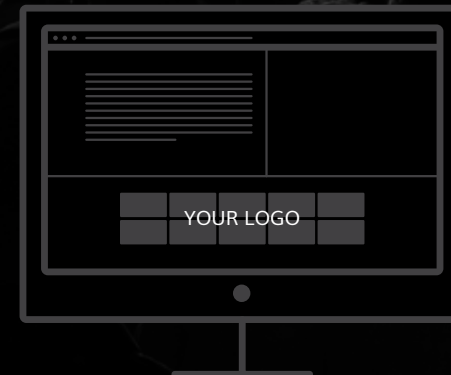
#### Posters



#### Social Posts



#### Website & Ticket System





# GOLD, SILVER, BRONZE

## SPONSORSHIP INCLUDES:

### SILVER LEVEL SPONSORSHIP \$5,000

#### Digital

- Official Website – Company Logo and Link
- Company Logo appearing on digital event screens
- Official Social Media Outlets (minimum of 25 total mentions of Company Name, Logo or Hashtag)
- Social media recognition as Silver Level Sponsor

#### Concert

- 8 VIP Tickets

#### Events

- 2 complimentary tickets to the Official Launch Event
- 2 complimentary tickets to Kick Off Event
- 2 complimentary tickets to VIP Partner Reception before festival

### GOLD LEVEL SPONSORSHIP \$10,000

#### Digital

- Official Website – Company Logo and Link
- Company Logo appearing on digital event screens
- Company Logo on Outbound Email Communication
- Official Social Media Outlets (minimum of 50 total mentions of Company Name, Logo or Hashtag)
- Social media recognition as Gold Level Sponsor

#### Concert

- 16 VIP Tickets

#### Events

- 4 complimentary tickets to the Official Launch Event
- 4 complimentary tickets and table to Kick Off Event
- 4 complimentary tickets to VIP Partner Reception before festival

### BRONZE LEVEL SPONSORSHIP \$2,500

#### Digital

- Official Website – Company Logo and Link
- Company Logo appearing on digital event screens
- Official Social Media Outlets (minimum of 10 total mentions of Company Name, Logo or Hashtag)
- Social media recognition as Bronze Level Sponsor

#### Concert

- 4 VIP Tickets

#### Events

- 2 complimentary tickets to the Official Launch Event

# SPONSORSHIP FORM

I would like to Sponsor the (please check one):

- ☐ Diamond Level - \$50,000
- ☐ Platinum Level - \$25,000
- ☐ Gold Level - \$10,000
- ☐ Silver Level - \$5,000
- ☐ Bronze Level - \$2,500

\_\_\_\_\_  
Company Name: \_\_\_\_\_

\_\_\_\_\_  
Contact Name: \_\_\_\_\_

\_\_\_\_\_  
Mailing Address: \_\_\_\_\_

\_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_  
Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return this completed form  
and make cheques payable to:**

Revelree Entertainment, Inc.  
833 Woodward Cres,  
Sarnia, Ontario, N7V 2E5

**REVELREEMUSICFESTIVAL.COM**

**For more information, please contact:**

Scott Palko, Festival Director  
spalko@revelree.ca

Ian Fader, Festival Operations  
ifader@revelree.ca

Cam Shipley, Venue Manager  
cam@revelree.ca