



LABRADORWEST

Sponsorship Information

IRONFEST

In partnership with

RioTinto | IOC

A Spectacular Community Celebration ●●●

IronFest, proudly presented by Labrador West and Rio Tinto IOC, is a vibrant four-day festival that unites our communities through a diverse array of events and activities suitable for all ages. The festival culminates on Saturday, August 9th, with two marquee events: an afternoon performance by the Wonderbolt Circus, offering family-friendly entertainment, and the IronFest Concert in the evening—a 19+ event that stands as the largest of its kind in Labrador. This concert features a grand stage showcasing some of the finest Canadian talent, bringing a big-city atmosphere to our remote town nestled in the Labrador wilderness.

By sponsoring IronFest, your organization will play a key role in fostering community spirit and celebrating the rich culture of Labrador West. Your support helps enhance the festival experience for all attendees while showcasing your commitment to the vibrancy and unity of our region.

IronFest continues to grow each year, thanks to the generosity of sponsors who are essential to the festival's success. We invite you to join this proud tradition and be part of something truly special.

Thank you to our 2024 IronFest Sponsors:

Rio Tinto IOC, PAL Airlines, Northern Industrial Supply Ltd., Rumbolt's Plumbing & Heating Ltd., Hodge Bros Ltd., United Rentals, Carol Auto Ltd., Canadian Tire, Aramark, Atlantic Lottery Corporation, Tacora Resources, Roger's Electric & Machine, Graybar Canada, H&H Enterprises Ltd., Marshall Industries Ltd., RothLochston, WLB Operations Inc., and Iron Rock Brewing Co.



Aligning your brand with IronFest offers significant exposure, as the festival attracts attendees from across the region, providing a unique opportunity to connect with a diverse audience. Your company will be recognized across various channels, including event signage, promotional materials, and social media platforms, in accordance with your sponsorship level.

We are committed to working closely with our sponsors to create mutually beneficial partnerships that meet your marketing and community engagement objectives. Together, we can make IronFest 2025 the most memorable and impactful festival yet, celebrating the spirit and resilience of Labrador West.



You're Invited



We are thrilled to announce that IronFest 2025 is scheduled for August 7th to 10th in Labrador West offering a diverse array of events and activities for all ages.

IronFest has become a cornerstone of our communities, uniting both residents and visitors in celebration of our unique culture and vibrant spirit. The festival's success is largely attributed to the generosity of community-minded businesses, who not only offer their time, resources, and support but also provide crucial financial backing. These contributions make it possible for us to deliver a truly exceptional event that everyone can enjoy and take pride in.

We invite you to join us as a sponsor for IronFest 2025. Your support will not only contribute to the festival's success but also provide your organization with significant exposure to a diverse audience.

Thank you for considering this opportunity to support IronFest 2025. We look forward to the possibility of partnering with you to make this year's festival the most memorable yet.



"Thanks for all the hard work guys! I'm sure we all had a fantastic time! This needs to be a regular thing here, you'll definitely get the support now."

Jonathan Allen Warren (Concert Goer)

August 2025 Festival Schedule

7th

- *IronFest Teen Event*

8th

- *Senior's Lunch & Entertainment*
- *Sponsor Appreciation Night*

9th

- *Wonderbolt Circus*
- *IronFest Outdoor Concert*

10th

- *Community BBQ*

Event Highlights



"Very well done. The quality of the show and experience was on par with anything offered at a much larger center. The town should be proud of what they put on."

- Anonymous (Concert Satisfaction Survey Respondent)



About the Festival

IronFest 2025 offers a variety of events and activities for all ages. This year, we are excited to introduce a new youth event, reflecting our commitment to inclusivity and ensuring that all residents have the opportunity to participate in the festival. By expanding our programming, we aim to engage and celebrate the diverse members of our community, making IronFest 2025 a truly inclusive experience for everyone.



RioTinto | IOC

IRONFEST

LABRADOR CITY RECREATION GROUNDS, LABRADOR CITY, NL

SATURDAY AUGUST 9, 2025



**JOSH
ROSS**



**APRIL
WINE**

Also Featuring
DJ KYREI



THE CELTIC CONNECTION



**Dwayne
Gretzky**

Featuring
Battle of the
Bands Winner

**LOOSE
ENDS**

Participants

Attendees



The IronFest concert is the ultimate music experience for those who love to rock out! Our attendees, all 19+, come together for an electrifying evening of live music, great company, and an atmosphere that celebrates the best of rock and roll, country, Newfoundland Celtic sounds, and the hit music we all know and love. This year, we are anticipating record-breaking numbers, with over 1,500 passionate festival-goers ready to soak up the energy of an incredible lineup.

The attendees of Wonderbolt Circus are families, friends, young and old eager to experience dazzling performances and daring feats.

There's an undeniable energy in the air, when Wonderbolt performers are flying high and parading about in colorful costumes. The show has been entertaining and engaging audiences for more than 40 years and we are delighted to have them as part of IronFest 2025.



Sponsoring IronFest provides unparalleled exposure for your brand. Here's some of what you can gain:



Brand Visibility

Your business will be showcased to a large and engaged audience through event signage, promotional materials, social media, and more!



Community Connection

Aligning with IronFest strengthens your connection to the local community, demonstrating your support for cultural and entertainment events that bring people together.



Social Media & Media Coverage

With an active social media presence, your brand will be featured in event promotions, boosting visibility beyond the festival grounds.

"Amazing event and opportunity here in Lab West. I hope they continue. It was the best event ever held in town and I grew up here! "

- Anonymous (Concert Satisfaction Survey Respondent)

Sponsorship Package

Platinum



Top-tier sponsorship of IronFest offers your company prominent recognition across all festival marketing materials, including event signage, promotional campaigns, and digital platforms, significantly enhancing your brand visibility.

By aligning with IronFest, your company not only gains substantial marketing advantages but also reinforces its reputation as a dedicated supporter of community initiatives.

Benefits

The Platinum sponsorship level, offering maximum exposure and exclusive perks:

- Your logo displayed in rotation on the stage LED screens at the IronFest concert (highest visibility during all acts)
- Premium banner placement with your logo (sponsor provided, assistance available)
- Acknowledgment at all stage events
- Opportunity to deliver a greeting on behalf of your company
- 10 VIP passes, including access to the VIP area, washrooms, concession stand, and a private entrance
- Company logo featured on all event advertisements and print materials
- 10 invitations to the Sponsorship Appreciation Evening featuring live entertainment, finger food and 1 complimentary drink ticket per attendee
- 4 free tickets to Wonderbolt Circus
- Company name mentioned in radio advertisements
- Logo displayed on Sponsorship Street at the festival
- A sponsorship measurement package post events
- A personal thank you note from IronFest team
- Social media profiling with a link to your companies website across all social media platforms
- Profiled in the community newsletter
- Recognition in the Sponsorship Thank you Video

Package
Value

\$50,000+

Sponsorship Package

Diamond



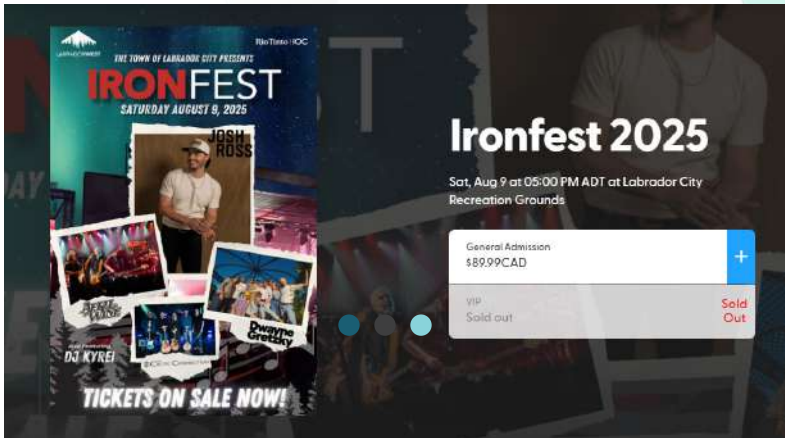
Benefits

A prestigious sponsorship with enhanced visibility and VIP access:

- Your logo displayed in rotation on the stage LED screens at the IronFest concert
- Banner placement with your logo in high visibility area at a major event. (sponsor-provided, assistance available)
- Acknowledgment of company at stage events
- Opportunity to deliver a greeting on behalf of your company
- 8 VIP passes, including access to the VIP area, wash-rooms, concession stand, and a private entrance
- Company logo featured on all event advertisements and print materials
- 8 invitations to the Sponsorship Appreciation Evening featuring live entertainment, finger food and 1 complimentary drink ticket per attendee
- 2 free tickets to Wonderbolt Circus
- Company name mentioned in radio advertisements
- Logo displayed on Sponsorship Street at the festival
- A sponsorship measurement package post events
- A personal thank you note from IronFest team
- Social media profiling with a link to your companies website across all social media platforms
- Profiled in the community newsletter
- Recognition in the Sponsorship Thank you Video

**Package
Value**

**\$25,000 -
\$49,999**



Becoming a Diamond sponsor of IronFest provides your company with significant brand exposure through prominent placement on event materials and targeted marketing initiatives.

This sponsorship level offers a cost-effective opportunity to engage with a broad audience, enhancing your company's visibility and reputation. Moreover, your support underscores a commitment to community development, aligning your brand with an event that celebrates and unites the diverse members of Labrador West. This partnership not only elevates your corporate image but also fosters goodwill among festival attendees and the wider community.



Additional

Sponsorship Opportunities

Gold - \$15,000 - \$24,999

- Your logo displayed in rotation on the stage LED screens at the IronFest concert
- Banner placement with your logo in high visibility area at a major event. (sponsor-provided, assistance available)
- **Acknowledgment of company at stage events**
- 6 VIP concert passes, including access to exclusive areas
- 6 invitations to the Sponsorship Appreciation Evening featuring live entertainment, finger food and 1 complimentary drink ticket per attendee
- Logo displayed on the Sponsorship Street at the festival
- A Sponsorship Measurement Package to track the success of your partnership
- A personal thank-you note from the IronFest team
- **Social media profiling with a link to your company's website across all social media platforms**
- **Profiled in the community newsletter**
- Recognition in the Sponsor Thank You Video

Silver - \$5000 - \$14,999

- Your logo displayed in rotation on the stage LED screens at the IronFest concert
- Banner placement with your logo in high visibility area at a major event. (sponsor-provided, assistance available)
- Acknowledgment of company at stage events
- 4 General Admission concert passes
- 4 invitations to the Sponsorship Appreciation Evening featuring live entertainment, finger food and 1 complimentary drink ticket per attendee
- A Sponsorship Measurement Package to track the success of your partnership
- A personal thank-you note from the IronFest team
- **Social media profiling with a link to your company's website across all social media platforms** (Facebook, Twitter, Instagram), the event website, and in the newsletter
- Recognition in the Sponsor Thank You Video

IMPORTANT INFORMATION

To secure your sponsorship benefits, complete and submit the Sponsorship Form and return to our Communications Coordinator Jackie Greenham. Early commitment will maximize your exposure through print and advertising deadlines. Please submit forms to communications@labradorcity.ca or in person at the Labrador City Arena.

Bronze \$1,500 - \$4,999

- Your logo displayed in rotation on the stage LED screens at the IronFest concert
- 2 General Admission concert passes
- Social media profiling with a link to your company website across all official IronFest social media platforms (Facebook, Twitter, Instagram), the event website, and in the newsletter
- Recognition in the Sponsor Thank You Video



Copper \$250 - \$1,499

- 1 General Admission concert pass
- Recognition on the IronFest Facebook page

BONUS OPPORTUNITIES

On-Site Activation Space:

Activate your brand at IronFest with a dedicated on-site space.

Targeted Sponsorship:

Would you like to be a named an exclusive sponsor for the Teen Event, the Senior's Luncheon, or the Community BBQ?

Please contact communications@labradorcity.ca for more details.

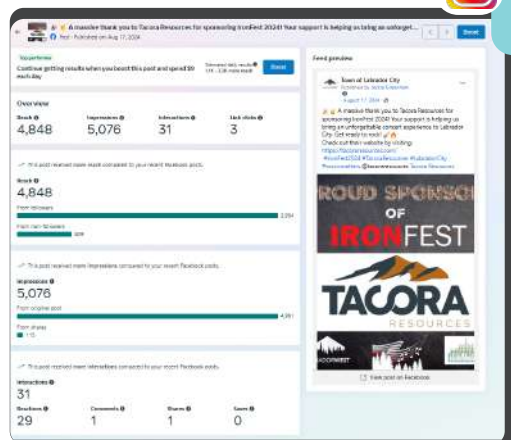
Showcasing Our Sponsors



Twitter
Followers - 1539
and rising!



Instagram
Followers - 406 *and climbing!*



- Newsletters
 - Radio
 - On Site Signage
 - Social Media
 - LED Stage Screen
 - Public Recognition
- AND SO MUCH MORE!**



Town of Labrador City Page
Followers - 10k
Likes - 7.1k
Labrador West Special Events Page Members- 7.5k and growing!

HOW TO SPONSOR

Sponsorship contributions may be in the form of cash or in-kind support. In-kind sponsorships must provide goods and services that directly offset an item in our event budget to be considered a sponsorship contribution. We kindly ask in-kind sponsors to discuss their contributions with us in advance to ensure alignment with our event needs.

Examples of event needs include: Trailer rental for bands on site, signage costs, portable restroom maintenance and servicing, vehicle rentals, flights, and accommodations.

If you would like to sponsor IronFest, simply fill out the enclosed form and return it via e-mail at communications@labradorcity.ca or fax it to (709) 944-5277. Please be sure you indicate whether your contribution is cash or in-kind. If in-kind, please list the details of your contribution and ensure a value is assigned to each item or service you are providing. Sponsor forms must be completed and submitted prior to benefit delivery.

If you have any questions or concerns, please contact Jackie Greenham at (709) 280-4311 or (709) 944 - 2457. Thank you for your consideration.

Please email your high-resolution company logo (PNG or JPEG) to communications@labradorcity.ca

Sponsorship Form

Company Name: _____

Contact Name: _____

Address: _____

City: _____ Prov: _____

Postal Code: _____ Tel: _____

Email: _____

Please indicate if you are sponsoring:

Cash _____ In-Kind _____ Both _____

Sponsorship Level (Please check one)

_____ Platinum	\$50,000+
_____ Diamond	\$25,000 - \$49,999
_____ Gold	\$15,000 - \$24,999
_____ Silver:	\$5000 - \$14,999
_____ Bronze	\$1,500 - \$4,999
_____ Copper	\$250 - \$1,499

If your sponsorship is in-kind, please provide description and monetary value of your contribution:

Sponsorship will be finalized upon receipt of payment, cheque or EFT is accepted. Please contact accountspayable@labradorcity.ca for payment details.



LABRADORWEST

Town of Labrador City
P.O. Box 280, 317 Hudson Dr.
Labrador City, NL A2V 2K5

Tel: (709) 944-2621
E-mail: info@labradorcity.ca
Web: www.labradorwest.com



For IronFest Sponsorship Information
communications@labradorcity.ca
(709) 944-2457 or (709) 280-4311