



IRONFEST

2026 Sponsorship Packages



Presented by:



In partnership with:

RioTinto | IOC

STEP INTO THE SPOTLIGHT

IronFest is one of Labrador City's signature events, bringing together residents and visitors for 3 days of high energy entertainment, culture and community celebration. With large-scale events like the IronFest concert and family-friendly programming that spans all ages, the festival delivers broad reach and strong engagement across the region.

"They [April Wine] rocked for sure...hats off to all involved with this event...I don't think it could have been any better."

-IronFest concert goer



Sponsoring IronFest puts your brand front and center through on-site signage, LED stage screen, radio, digital promotion and media exposure reaching thousands. More than visibility, it is a statement of leadership showing your business supports the experiences that matter to this region. IronFest sponsors don't just promote their brand, they help power an event to be proud of.

AMPLIFY YOUR BRAND

PACKAGE BENEFITS	TITANIUM \$40,000	PLATINUM \$25,000	DIAMOND \$15,000	GOLD \$10,000	SILVER \$5000	BRONZE \$2500	COPPER \$1000
Logo Placement Priority	Top-tier placement on all promotions	Prominent placement	High-visibility placement	Standard placement	Secondary placement	Limited placement	Name Listing in select areas
Social Media Features	Recognition post all social media + boosted Facebook live	Recognition post on all social media	Recognition post on all social media	Recognition post on select social media	Recognition post on select social media	Group recognition on select social media	Name listing on select social media
On Site Signage	Largest sponsor footprint across event grounds	High- visibility locations at all events	General signage placement in key signage locations + shared signage at select events	General signage placement + shared signage at select events	General signage placement + shared signage at select events	Shared signage at select events	---
LED Screen Recognition at Ironfest concert	Maximum screen exposure	Premier screen exposure	Standard rotation	Standard rotation	Limited rotation	---	---
Press & Media Recognition	Recognition given in all broadcasts and written material	Media mentions	Media mentions	Media mention	---	---	---
Custom Recognition Opportunities	Packages may be customized as needed (conditions may apply)	Custom elements	Limited customization	---	---	---	---
On-Site Activation Opportunities	Premium space and priority placement	Activation space	Shared activation if required	---	---	---	---
Radio & Digital Recognition	Named in all major ads and Contests	Named in all major ads and select contests	---	---	---	---	---
Speaking Opportunities	Invited to bring greetings at events where possible	Invited to bring greetings at family event where possible	---	---	---	---	---

Should new opportunities present, sponsors who are Diamond level or higher may receive additional recognition benefits outside of those listed here.

IMPORTANT NOTE:

- To secure your sponsorship benefits, please complete and return the Sponsorship Form to recreation@labradorcity.ca or drop off at the main office of the Labrador City Arena.
- Early confirmation maximizes your exposure within established print and advertising timelines.
- Once your form is submitted, please forward a high resolution Logo (min. 300 dpi) in .png or .jag format
- Sponsors (Diamond level and above) who wish to discuss customizing your package, please contact: communications@labradorcity.ca

Amplify Your Brand

HOSPITALITY BENEFITS	TITANIUM \$40,000+	PLATINUM \$25,000+	DIAMOND \$15,000+	GOLD \$10,000+	SILVER \$5000+	BRONZE \$2500+	COPPER \$1000
Concert Tickets	10 VIP or 12 General Admission	8 VIP or 10 General Admission	6 VIP or 8 General Admission	4 VIP or 6 General Admission	2 VIP or 4 General Admission	2 General Admission	2 General Admission tickets
Family Event Tickets	8 Free tickets	6 Free tickets	4 Free tickets	2 Free tickets	2 Free tickets	2 Free tickets	
Sponsor Appreciation Event	Personal invitation for 10 & up to 10 complimentary drink tickets	Personal invitation for 8 + up to 8 complimentary drink tickets	Personal invitation for 6 + up to 6 complimentary drink tickets	Personal invitation for 4 + up to 4 drink tickets	Personal invitation for 2 and up to 2 drink tickets		
Sponsor Tag + Lanyard	Custom tag and lanyard for each comp concert ticket	Custom tag and lanyard for each comp concert ticket	Custom tag and lanyard for each comp concert ticket	Custom tag and lanyard for each comp concert ticket			





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IRONFEST

AUGUST 8, 2026



**DEAN
BRODY**



FINGER ELEVEN



DERINA HARVEU BAND

ALSO FEATURING
DJ KYREI

For sponsorship and event inquiries:

Phone: (709) 944-3602

E-Mail: recreation@labradorcity.ca