

# 2024 Brand Sponsorship Program



Northern Lights  
laser multimedia studio

Media Savy, Media Chic

We Project "Coolness" In Every Frame

## **Laser Interactive Media**

Integrating Unique Immersive Experiences

### **Laser Projection Marketing Strategies**

**"Drive Your Brand Awareness Successfully"**

**"Get Some Business Traction"**

## Overview

### Community Laser Projection Billboards

Northern Lights is a professional laser multimedia studio located in Sault Ste Marie, Ontario, Canada. Northern Light's laser multimedia studio personnel are dynamic, innovative, creative, driven, entertaining, resourceful, passionate leaders who specialize in producing and developing professional static or dynamic custom laser projected billboards, murals for marketing/digital signage for any organization (indoors/outdoors). Laser light advertising is a superb, attractive, high impact, high visibility marketing tool that captures your emotions when advertising at fundraisers, trade shows/exhibitions, promoting tourism, corporate branding, acknowledging sponsors, sport teams and suppliers. We aim to produce "scenes to be seen". **Advertising is art and visibility equals profits.** We have all heard the "**Out of Sight, Out of Mind**" idiom which suggests a lack of visibility will be forgotten. Laser interactive media reaches out and captures your attention. Its hypnotic effect will draw you in. Northern Lights is able to reproduce and project illustrations using line work called vector graphics. Laser interactive media can create corporate logos, animate graphics, text messaging with special laser effects in full color, scalable and projected against any facade. Northern Lights can add special effects during live stage shows and highlight nightly projected laser animated advertising / messaging offering a competitive edge on outdoor surface. Let us promote your branding slogans / taglines using special effects to highlight and feature your corporate messages for public viewing.

**Northern Lights Laser Multimedia Studio is excited to present our laser interactive media to invaluable corporate sponsors and community partners. Our cutting edge laser technology will draw major attention to drive your brand and provide relevant product recognition. Laser projection has a special unique "X-Factor" quality. Our community laser projected billboards generate excellent public exposure and will acknowledge your generosity as a community builder. Your nightly laser projected marketing content will be saved as a cycled cue lighting up the interior pavilion canopy with coloured logos, text messaging, special FX (effects), animated advertising graphics and entertainment.**

#### Nightly Canopy Projection Times

**Seven Days/Week - 9:00 p.m. - 11:00 p.m.**

**Sponsorship Program Inquiries: Email - [northern.lights@shaw.ca](mailto:northern.lights@shaw.ca)**



**Roberta Bondar Tent Pavilion**

**Roberta Roberta Bondar Tent Pavilion**

**Premiere Waterfront Event Venue**



**St. Mary's Riverfront Boardwalk**





**"Northern Lights Laser Multimedia Studio" is the official contra sponsored laser interactive media rights holder for the city owned "Roberta Bondar Event Tent Pavilion".**

**The St. MaMry's Riverfront Boardwalk is a delightful 2.7 kilometer promenade for pedestrians and visitors to enjoy evening event entertainment.**

**Great Lake Cruise Ships dock at the waterfront hub with hundreds of visiting passengers disembarking at the Port of Sault Ste Marie.**

**The Miss Marie Lock Tour & Charters docked at the Harbour District offer tourists views of the American and Canadian Coasts.**

**Beaver Tails waterfront concession offers their unique delicious pastries**

**The Station Mall is an interactive waterfront destination, a place to experience entertainment, dining, events and high end shopping.**

**Sault Ste Marie's waterfront redevelopment project promises to generate increasing tourism visitations.**

## **Michel's Profile**

Michel is an accomplished personable, approachable, reliable entrepreneur with integrity, focused, resourceful, driven, perseverent, humble, fiscally responsible, methodical, organized and efficient.

Michel is a socio-economic community builder committed to social growth and social independence through personal empowerment. Northern Lights advocates breaking down employment barriers and eliminating social isolation. He is a dynamic passionate innovative leader who insists on excellence in laser multimedia entertainment. Northern Lights is a reflection of his social innovation, mentoring, persistence, dedication, expectations, collaboration, encouragement and support. The "Northern Lights Team" is empowered, enthusiastic, accountable and motivated to develop a unique enjoyable leisure laser multimedia entertainment experience for all ages.

Public safety is a Northern Lights priority. Our operations ensure safety zones and safety practices with adequate safety signage during public shows.

Important Safety Note - "Respect The Beam" - It is irresponsible and dangerous to direct any laser light at aircraft, vehicles and people. Severe injuries are possible from laser misuse and can be punishable by law.

## **2024 Brand Sponsorship Program**

The “Northern Lights” team is always looking to align itself with companies that search for successful marketing solutions for their brand. Our cutting edge laser projected technology promises to deliver brand awareness excellence. Laser projected advertising has a special unique method of customizing and blending coloured vector logos, text messages with special effects. Laser projection has a special unique “X-Factor” quality. Laser projected advertising can be scaled to specific projected sizes. At present we are operating at the municipally owned Roberta Bondar Event Tent Pavilion. Your private sponsorship support will ensure a first class laser multimedia operation for years to come. Future expansion plans will be considered to equip the pavilion with additional laser requirements. The city of Sault Ste Marie has approved “Northern Lights” as a laser multimedia operator with sole in kind sponsorship access to the waterfront pavilion. Laser projected advertising is engaging and captivating. Laser projected advertising can be animated with laser vector graphics and special effects. Audiences appreciate and enjoy laser multimedia possibilities. Laser projected advertising captures audiences and draws them in. Laser projected stimulus is entertaining and memorable.

The sponsors grant Northern Lights Laser Multimedia Studio a limited license and right to make use of sponsor’s trademarks, logos, company name, and company description for the purpose of promotional material and to market or advertise. The sponsors are responsible for providing such materials in a medium that Northern Lights Laser Multimedia studio is capable of using. Northern Lights Laser Multimedia Studio shall use the materials provided by sponsors in connection with the sponsorship program and shall not be used past the sponsorship program date except with express permission from the sponsors. Sponsor materials may be used to generate interest in the sponsorship program, garner goodwill, create further sponsorship opportunities, pursue and secure additional funding or funding opportunities, or further advertise for the sponsorship program.

**Become a Sponsor, See The Difference**



**Northern Lights Projects “Coolness” In Every Frame**

## **Four Tiers of 2024 Sponsorship Program**

### **Class 4 Sponsorship:** Senior Tier (\$20,000)

- Two year sponsorship term – May 1 Thru Oct 1 (no winter activity)
- Two laser vector projected logos on interior Bondar Pavilion Canopy
- One laser vector projected text message with SFX on interior Bondar Pavilion Canopy
- One 30 second laser vector projected motion graphic on interior Bondar Pavilion Canopy
- Projection times - seven days/week, 2 hours nightly: 9:00 p.m. - 11:00 p.m.
- Logo and link on website and social media (facebook and linkedin)

### **Class 3 Sponsorship:** Mid Tier (\$5000)

- One year sponsorship term – May 1 thru Oct. 1 (no winter activity)
- One laser vector projected logo on interior Bondar Pavilion Canopy
- One laser vector projected text message with SFX on interior Bondar Pavilion Canopy
- Projection times – seven days/week, 2 hours nightly: 9:00 p.m. - 11:00 p.m.

### **Class 2 Sponsorship:** Intermediate Tier (\$1000)

- One year sponsorship term – May 1 thru Oct.1 (no winter activity)
- One laser vector projected logo on interior Bondar Pavilion Canopy
- Projection times – seven days/week, 2 hours nightly: 9:00 p.m. - 11:00 p.m.

### **Class 1 Sponsorship:** Starter Tier (\$500)

- Three month sponsorship term – June 1 thru Aug.1 (no winter activity)
- One laser vector projected text message with SFX on interior Bondar Pavilion Canopy
- Projection times – seven days/week, 2 hours nightly: 9:00 p.m. - 11:00 p.m.

### **Event Sponsorship:** Free Summer Concert Series (\$300)

- Two month sponsorship term – July 4 thru Aug. 22
- One laser vector projected logo on interior Bondar Pavilion Canopy
- Projection times – Only Tuesdays and Thursdays, 2 hours 7:00 p.m. - 9:00 p.m.

**Any new addons or alterations under the various sponsorship tiers come with additional fees.**

Our goal is to provide our sponsors with the maximum exposure to successfully create brand awareness locally and nationwide. We are open to ANY suggestions potential sponsors might have in order to establish a solid and mutually beneficial relationship!

## **2024 Sponsorship Program Agreement**

Date: \_\_\_\_\_

Representative: \_\_\_\_\_

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

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

Sponsorship Tiers: Class 4      Class 3      Class 2      Class 1      Event

Amount: \$ \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ FAX: \_\_\_\_\_

Website: \_\_\_\_\_

Email Address: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

**I have read, understood, and hereby accept all terms and conditions as set forth in this Agreement.**

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

**Full sponsorship remittance must be submitted with sponsorship agreement**



## Sponsorship Proposal

---

Dear Valued Sponsor,

On behalf of our team; I sincerely thank you for the opportunity to promote your company and your willingness to associate yourself with us. I am excited for the positive relationship we have established and I look forward to our future collaboration.

Thank You

Yours Truly,

Michel Poirier C.E.T.

General Manager, Owner/Operator

547 Morrison Ave, Sault Ste Marie, ON P6B 3Z7

**Contact information:**

Phone: +1 (705) 297-1054

Email: [northern.lights@shaw.ca](mailto:northern.lights@shaw.ca)

Website: [www.northernlightlasers.com](http://www.northernlightlasers.com)

You can also find me on Facebook and LinkedIn