

2024 Sponsorship Deck



**UP
HERE**

uphere.com

Up Here is the creative powerhouse of a festival that electrifies Northern Ontario's cultural landscape each summer.

By fusing live creation of large-scale murals with musical performances by some of Canada's most established and emerging artists, Up Here constantly challenges conventions and redefines what it means to be part of Sudbury's vibrant community.

Up Here 10 runs August 16–18, 2024 in weird and wonderful Sudbury, Canada.



Year 10, already. Damn.

Up Here is a project of We Live Up Here, a volunteer-run non-profit organization founded in 2012 around the simple idea that art can playfully reshape our community.

Since 2015, Up Here has created and curated 90+ new pieces of public art around Sudbury, presented hundreds of musical acts in unique locations, and grown into one of Canada's most anticipated independent festivals.



53+ new murals

since 2012



50+ concerts

in 14+ venues over 3 days



88,000+ people

since 2015

Our magic formula:



Murals

We curate engaging pieces of public art created by artists from here and beyond.



Music

We present spellbinding concerts by Canada's best emerging artists.

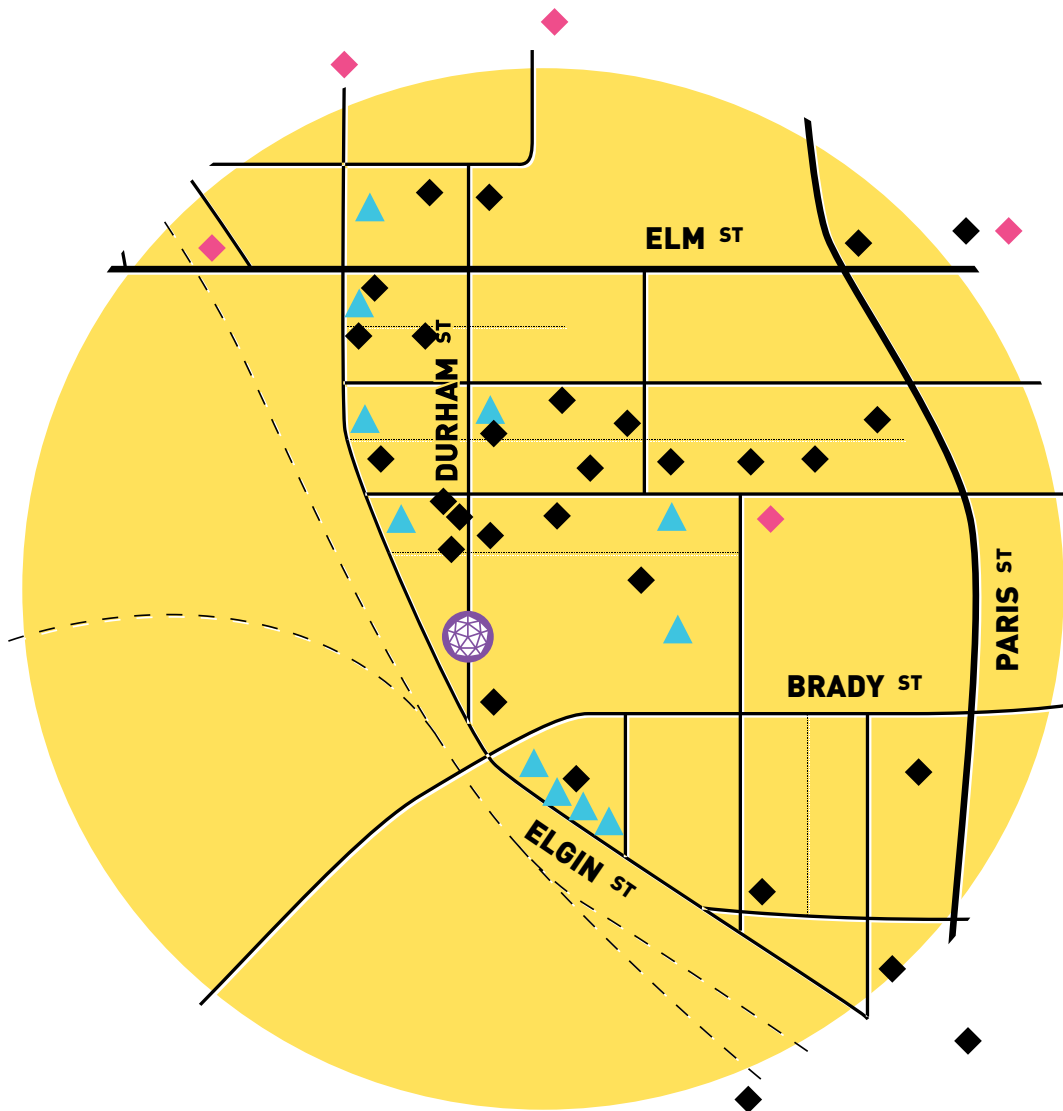


Art Installations

We love digital art projects, site-specific immersive installations, and things that blink in the night.

Points of interest

Up Here 10 in Downtown Sudbury



Up Here Square

This is the main meeting place. A giant geodesic dome, art installations, pop-up bar, and DJs transform the street into an artistic playground where curious folks of all ages congregate during the festival.



Murals completed since 2012

Since 2012, 90+ new works of public art were completed by local, national, and internationally renowned artists.



Potential mural locations

We are in constant talks with property owners to bring some of their walls to life. We're pretty good at matching up stellar artists with stunning walls.



Local venues

Our formula uses local venues to present incredible live music and art. New venues will be added this summer, and of course many other pop-up shows and surprises.

“For years, we’ve been a part of the team behind Up Here festival. They’ve just infused this great energy into the city. It is a unique opportunity for our team and our paint. It is really exciting for us to be a part of this project.”

Kelly Scott, Barrydowne Paint
Sponsor since 2015

2023 2024



Demographics

29%
13,600
18-34 (57%)

Out-of-town attendance
Festival entrances
Age group

31%
15,000+
18-34 (66%)



Social reach

13,900
17,550
5,250
1,530
1.6M+

Facebook
Instagram
Twitter
Threads
Total reach & impressions

15,000
19,000
5,250
3,000
2M+



Artists & team

11
49
133
40
180
14

Muralists
Bands
Total artists
Up Here team
Volunteers
Venues

12
60
160
45
210
18

Sponsorship packages

We collaborate with people and businesses who are driven by community, curiosity, and discovery. Up Here has an important impact on our community, and we believe meaningful partnerships make all the difference.

Sponsoring Up Here is a unique opportunity to reach and expand your target audience, build strong community ties for your business, and be intimately associated with one of the most anticipated independent arts events in Canada.



Presenting Sponsor
\$25,000



Digital Sponsor
\$7,500



Mural Sponsor
\$5,000 / 6 available



Paint Sponsor
\$10,000



Power Up Project Sponsor
\$6,000



Installation Sponsor
\$5,000 / 3 available



Major Sponsor
\$12,500 or 3X \$5,000



Family Day Sponsor
\$5,000



Volunteer Sponsor
\$5,000



Northern Series Sponsor
\$7,500



Equipment Sponsor
\$5,000



Crater Sponsor
\$2,500



Pop-Up Sponsor
\$7,500



Dome Sponsor
\$5,000



Community Sponsor
\$1,000

\$25,000



Presenting Sponsor

We have a lot of friends, but only one best friend. It's you. Your company is the official presenter of Up Here 10. Your partnership is exclusive. This is your festival.

Your brand will be intimately associated with everything Up Here related and will gracefully accompany all of the promotional materials. Your partnership will help us attract large headliners, pay artists, transform venues, turn downtown Sudbury into a playground, and ultimately ensure Up Here's success. You'll also have access to all the venues, festival grounds, and surprise events.

Here's what we look forward to giving you as Up Here's main presenting sponsor:



Perks

- * Your company presents Up Here 10
 - * Your company's logo will be joined to the Up Here 10 logo
 - * Your company's logo will be elegantly displayed at Up Here Square
 - * Your company's logo will be displayed at all festival's official venues (signage at entrance)
 - * Your company's logo prominently displayed at the top of UpHere.com
 - * Your company's logo prominently displayed on the festival posters (1,000 copies)
 - * Your company's logo prominently displayed on Up Here flyers (10,000 copies)
 - * Your company's name will be mentioned in all radio ads
 - * Your company's logo on all tickets and passports
 - * Logo on the homepage of the Up Here app (1,000+ installs)
 - * Logo on Facebook profile image
 - * Opportunity to say a few words from the Main Stage at Up Here Square before the headliner takes the stage on Saturday night, or sit back and let us sing your praises
 - * Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
 - * Your company's logo on festival recap video (100,000+ people reached)
 - * Your company's logo will appear on all newspaper ads
 - * Opportunity to say a few words during the official launch
 - * 12 All-Access Passports + 12 Golden Tickets to our secret VIP Lounge
 - * 8 extra tickets to the concerts held at the Place des Arts
 - * 3x shout-outs on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- * Exclusive to this package**

\$12,500 or \$5,000 per night / 3 nights available



Major Sponsor

Up Here Square is our main site and is host to the festival's most memorable concerts by some of Canada's hottest up-and-coming artists. This is your stage.

During three nights, Durham Street is transformed into a place of wonder where curiosity and discovery run rampant, and where thirsty audiences share intense moments with some of the country's most established and emerging musicians.

Want a little scoop on which headliners will be taking the stage? Get in touch with us, and we'll spill some beans and let you in on some of our secrets..

Aside from having your brand associated with the presentation of the festival's most memorable acts, your company will receive these great perks:



Perks

- ★ Your company becomes the presenting sponsor of the headliner concerts at Up Here Square
 - ★ Your company's logo will be elegantly displayed at Up Here Square
 - ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
 - ★ Your company's logo will appear on all newspaper ads for concerts at Up Here Square
 - ★ Your company's logo will appear on UpHere.com
 - ★ Your company's logo will appear on the festival posters (1,000 copies)
 - ★ Your company's logo will appear on Up Here flyers (10,000 copies)
 - ★ Your company's name will mentioned on the official Facebook event pages for the concerts at Up Here Square
 - ★ Your company name will be displayed in the official Up Here app
 - ★ Opportunity to say a few words during the official launch
 - ★ 8 All-Access Passports + 8 Golden Tickets to our secret VIP Lounge
 - ★ 16 extra tickets to concerts held at Up Here Square
 - ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
 - ★ Loads of love and support!
- ★ **Exclusive to this package**

\$7,500



Northern Series Sponsor

There's something in the water here. The North is filled with a lot of talent. We believe in showcasing the mind-blowing talent from Northern Ontario, and if you do too, then this is for you.

During the festival, you will be the exclusive presenter of a series of six intimate and free concerts by up-and-coming artists from across Northern Ontario.

Your brand will be proudly supporting artists associated with Northern Ontario, and your company's name and logo will gracefully be on all the promotional materials for the series.

Aside from having your brand associated with Up Here and the support of Northern talent, here's what we look forward to offering you:



Perks

- ★ **Your company is the exclusive presenter of the six Northern Series concerts**
 - ★ **Your company's logo will be displayed in the Northern Series concert venues**
 - ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
 - ★ Your company's logo will appear on UpHere.com
 - ★ Your company's logo will appear on the festival posters (1,000 copies)
 - ★ Your company's logo will appear on Up Here flyers (10,000 copies)
 - ★ Your company's name will be mentioned on the official Facebook event pages for all Northern Series concerts
 - ★ Your company name will be displayed in the official Up Here app
 - ★ Opportunity to say a few words during the official launch
 - ★ 6 All-Access Passports + 6 Golden Tickets to our secret VIP Lounge
 - ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
 - ★ Shout-out on blog post promoting the Northern Series that is also sent out via the Up Here newsletter (2,500+ people)
 - ★ Loads of love and support!
- ★ **Exclusive to this package**

\$7,500



Pop-Up Sponsor

Everyone loves a good surprise. As the Pop-Up Sponsor, your brand will be the jack-in-the-box of the festival and responsible for so many smiles.

Your company will present those spontaneous magical concerts in surprising locations from back alleys to rooftops that have become one of the signature experiences at Up Here.

The location and artists are announced by push notification through the official Up Here app 30 minutes before showtime. This sponsorship option is great for a company with a savvy social media presence.

Aside from having your brand associated with the element of surprise at Up Here, your company will receive these great perks:

Perks

- ★ Your company becomes the exclusive sponsor of 6 pop-up shows throughout the festival
- ★ Your company's logo will be displayed elegantly where the pop-up shows take place
- ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on the festival posters (1,000 copies)
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Your company name will be displayed in the official Up Here app
- ★ Opportunity to say a few words during the official launch
- ★ 6 All-Access Passports + 6 Golden Tickets to our secret VIP Lounge
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Loads of love and support!
- ★ **Exclusive to this package**



\$7,500



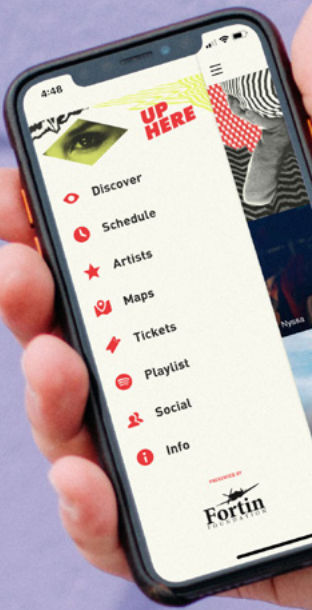
Digital Sponsor

The official Up Here app is a cornerstone of the Up Here experience.

Festival-goers use it to take self-guided mural tours, discover the artists and muralists, listen to the Up Here playlist, receive push notifications for Pop-Up Shows, and keep connected with friends.

As a Digital Sponsor, your company is connecting directly with festival-goers as the official backer of the Up Here app that is installed on over 1,000 devices.

Aside from having your brand associated with the official Up Here app, your company will receive some of the following perks:



Perks

- ★ Your company presents the official Up Here app on iOS and Android
- ★ Your company's logo will be displayed elegantly on the first page of the official Up Here app
- ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on the festival posters (1,000 copies)
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Opportunity to say a few words during the official launch
- ★ 6 All-Access Passports + 6 Golden Tickets to our secret VIP Lounge
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Loads of love and support!
- ★ **Exclusive to this package**

\$5,000



Family Day Sponsor

We strongly believe in making our event accessible for the entire community.

Up Here's Family Day takes place on Saturday afternoon with family activities, live concerts, a kids zone with mini-murals, guided tours of downtown murals, and entertainment for the whole community.

Emerging artists from both Northern Ontario and from across the country take the stage and provide free entertainment to hundreds of festival goers.

Your brand will be proudly supporting artists associated with family fun. Your partnership helps us create a big family day that's free and accessible for the whole community.

Aside from having your brand associated with Up Here, here's what we look forward to offering you:



Perks

- ★ **Your company becomes the exclusive sponsor of Up Here Family Day on Saturday**
- ★ **Your company's logo will be displayed on the site during the Family Day**
- ★ **Your company presents 3 free concerts at Up Here Square during Family Day**
- ★ **Your company will be mentioned on the official Facebook event pages for the Family Day**
- ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on the festival posters (1,000 copies)
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Your company name will be displayed in the official Up Here app
- ★ Your company's sponsorship will be acknowledged during the official launch
- ★ 6 All-Access Passports + 6 Golden Tickets to our secret VIP Lounge
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Loads of love and support!
- ★ **Exclusive to this package**

\$5,000



Dome Sponsor

The Dome on Up Here Square is the festival's main gathering place for friends and family and is host to some of Up Here's most memorable performances.

For three days, the giant geodesic dome acts as a magnet drawing crowds to grab a drink at the Pop-Up Bar, enjoy the outdoor ambiance set by DJs, interact with art installations, and maybe even host a top secret concert or two.

Your partnership will help us transform Durham Street and ensure Up Here's success. Your brand will be proudly presenting the Dome and its ambitious programming with your logo proudly displayed at the entrance.

As the Dome sponsor, you'll also have access to all of the festival venues and events. Aside from having your brand associated with Up Here's signature Dome, your company will receive the following perks:



Perks

- ★ Your company becomes the exclusive sponsor of the Dome at Up Here Square
- ★ Your company's logo will be displayed at the entrance of the Dome throughout the festival
- ★ Your company is associated with the festival's main site and its programming
- ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on the festival posters (1,000 copies)
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Your company name will be displayed on the official Up Here app
- ★ Your company's sponsorship will be acknowledged during the official launch
- ★ 6 All-Access Passports + 6 Golden Tickets to our secret VIP Lounge
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Loads of love and support!
- ★ **Exclusive to this package**

\$5,000 / 5 available



Mural Sponsor

As Mural Sponsor, you will be responsible for the creation of a brand new public art piece that will be created live during the event and stick around long after the festival is over.

In the days leading up to the festival, muralists are hard at work on their murals, drawing thousands to watch them paint. We are looking for passionate companies or organizations that want to leave a legacy in our community.

We believe public art has the power to transform the way we view and interact with our city by bringing people together and connecting us with our urban landscape. If you believe this as well, let's chat.

Your brand will be proudly associated with the creation of a new public art piece. Your logo will be associated directly with the mural on a descriptive plaque that will remain there for years to come.

Aside from having your brand associated with Up Here and the transformative power of public art, your company will receive the following perks:

Perks

- ★ Your company becomes the exclusive sponsor of one of the new murals completed during Up Here
 - ★ Your company's logo will be displayed on site while the muralist is at work
 - ★ Your company's logo will be displayed on a plaque on the new mural upon mural completion that will remain there for years to come
 - ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
 - ★ Your company's logo will appear on UpHere.com
 - ★ Your company's logo will appear on the festival posters (1,000 copies)
 - ★ Your company's logo will appear on Up Here flyers (10,000 copies)
 - ★ Your company name will be displayed in the official Up Here app
 - ★ Your company's sponsorship will be acknowledged during the official launch
 - ★ 6 All-Access Passports + 6 Golden Tickets to our secret VIP Lounge
 - ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
 - ★ Loads of love and support!
- ★ **Exclusive to this package**



\$5,000 / 3 available



Installation Sponsor

Art installations are our fairy dust. They are immersive, interactive, and add wonder to festival. Installations transform urban spaces into beautiful artistic experiences.

As Installation Sponsor, your company will present Up Here's large-scale art installations in and around downtown Sudbury and help transform the way festival goers view and interact with our urban landscape.

Aside from having your brand associated with the presentation of large scale installation art throughout downtown Sudbury, your company will receive some of the following perks:



Perks

- ★ **Your company is the exclusive sponsor of the interactive art installations presented at Up Here**
- ★ **Your company's logo will be displayed on the site of the art installations**
- ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on the festival posters (1,000 copies)
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Your company name will be displayed in the official Up Here app
- ★ Your company's sponsorship will be acknowledged during the official launch
- ★ 6 All-Access Passports + 6 Golden Tickets to our secret VIP Lounge
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Loads of love and support!
- ★ **Exclusive to this package**

\$5,000



Volunteer Sponsor

Up Here is truly a people-powered festival. You power those incredible people.

With over 200 volunteers across all ages, Up Here brings together a diverse group of people who believe art can help make our community a better place.

Your company will help us celebrate the people who make Up Here a magical experience by keeping them fueled with food, water, snacks, and great times.

In exchange for supporting our team of dedicated volunteers, your company will receive the following perks:



Perks

- ★ Your company's logo will appear on all Up Here lanyards worn by artists, media, pro, and team members during the festival
- ★ Your company's logo will be displayed at the entrance of the Volunteer Headquarters throughout the festival
- ★ Your company will be acknowledged at the Team Appreciation Party
- ★ Your company's banner ad with link to website will appear in the Up Here app (1,000+ installs)
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on the festival posters (1,000 copies)
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Your company name will be displayed in the official Up Here app
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Your company's sponsorship will be acknowledged during the official launch
- ★ 4 All-Access Passports + 4 Golden Tickets to our secret VIP Lounge
- ★ Loads of love and support!
- ★ **Exclusive to this package**

\$2,500



Crater Sponsor

So, you want to have an impact and support Sudbury's coolest and most boundary pushing festival? This sponsorship package is for you!

As a Crater Sponsor, you help ensure Up Here's success. Your brand will be intimately associated with everything Up Here related and will gracefully accompany most of the promotional materials.

Your partnership will go towards all aspects of the festival from paying artists to transforming venues to turning our downtown into an art playground.

In exchange for your contribution, your company will receive the following perks:

Perks

- ★ Your company's sponsorship will be acknowledged during the official launch
- ★ 4 All-Access Passports
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Your company name will be displayed in the official Up Here app
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Unlimited free high fives!



\$1,000



Community Sponsor

Help us build a better community.

Your brand will be intimately associated with everything Up Here related and will gracefully accompany most of the promotional materials.

Your partnership will go towards all aspects of the festival from paying artists to transforming venues and turning our downtown into an art playground.

In exchange for your contribution, your company will receive the following perks:

Perks

- ★ 2 All-Access Passports
- ★ Your company's logo will appear on UpHere.com
- ★ Your company's logo will appear on Up Here flyers (10,000 copies)
- ★ Shout-out on Up Here and We Live Up Here's social media networks to 38,000+ engaged followers
- ★ Unlimited free high fives!



Let's partner up.

We collaborate with people and businesses who are driven by community, curiosity, and discovery.

Up Here has a lasting impact on our community, and meaningful partnerships are what make it all possible.

Get in touch and let's make this happen. Together.



Jaymie Lathem

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Maggie Frampton

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“A DIY Tourism Campaign for Sudbury.”

The Toronto Star



“Up Here was another ideally curated, perfectly executed triumph for Sudbury.”

A.SIDE



“Fresh and boundary pushing.”

Chart Attack



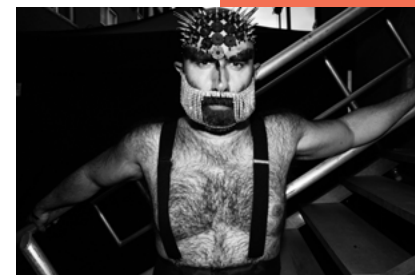
“A Cultural Renaissance in Sudbury. We Live Up Here has done more than any multi-million dollar campaign to bolster a sense of pride among its residents.”

The Sudbury Star



« Un festival qui n’a décidément rien à envier aux plus grands. »

Baron Mag



“Up Here is a perfect example of how a city can be lifted and transformed by an infusion of young, creative people contributing their talents to make a place better.”

Vicki Jacobs, Copy Copy Printing
Sponsor since 2015



WE LIVE UP HERE
URBAN ARTS