



MUSICNL
WEEK
OCTOBER
1-4
2026
ST. JOHN'S

SPONSOR

INVESTMENT PACKAGE

A photograph of a musician with long hair and glasses, wearing a denim jacket, playing a saxophone and singing into a microphone on stage. The scene is lit with warm, golden light, creating a vibrant atmosphere. The musician is the central focus, with their hands on the saxophone and mouth open as if singing. The background is dark, with some stage lights visible.

READY TO REACH YOUR NEXT 15,000 FANS?

MusicNL Week 2026 runs October 1-4 in St. John's, Newfoundland & Labrador. We'll amplify your brand across every MusicNL platform - delivering the exposure, engagement, and ROI your business deserves.

WHY SMART BRANDS GET INVOLVED.

We do the heavy lifting. Over a multi-week campaign leading up to 2026, your brand gets consistent visibility, social recognition, and the kind of authentic community connection that paid ads just can't buy.

FIND YOUR PERFECT FIT

Choose from 5 tailored sponsorship packages, each designed to maximize your brand's impact. Want something built specifically for you? We'll customize a package that works exactly the way you need it to.

MUSICNL

Investment Options

SILVER RECORD - \$875



- Your company name on a MusicNL Award
- Logo displayed on MusicNL promotional materials
- 2 VIP MusicNL Week Passes
- Booth at the Trade Show

GOLD RECORD - \$1600



- Present your named MusicNL award
- Your company name on a MusicNL award
- Logo displayed on MusicNL promotional materials
- Special recognition in MusicNL's newsletter 1700+
- 4 VIP MusicNL Week Passes
- Booth at the Trade Show

PLATINUM RECORD - \$4750



- Present your named MusicNL award
- Your company name on a MusicNL award
- Speaking opportunity during our awards show
- Logo displayed on MusicNL's website
- Logo displayed on MusicNL promotional materials
- 6 VIP MusicNL Week Passes
- Booth at the Trade Show

DIAMOND RECORD - \$8000



- Name a MusicNL Week Event
(Songwriters Circle, Showcases, Afterparty)
- Present your named MusicNL award
- Your company name on a MusicNL award
- Speaking opportunity during our awards show
- Logo displayed on MusicNL's website
- Logo displayed on MusicNL promotional materials
- Special recognition in MusicNL's newsletter 1700+
- 8 VIP MusicNL Week Passes
- Booth at the Trade Show

AFICIONADO PROGRAM

The MusicNL Aficionado Program welcomes patrons of the arts community to contribute to MusicNL to ensure the association can continue to foster, develop and grow the music industry of Newfoundland and Labrador. Aficionados each donate \$10,000 to this initiative.

A VIP experience of MusicNL Week including:

- Special red carpet networking event with musical guest for your clients
- VIP seats for MusicNL Week awards
- VIP front of the line passes for all showcases
- Coveted MusicNL award
- Contribution recognized at all events
- Photo opportunities with MusicNL winners
- Name a MusicNL Week Event (Songwriters Circle, Showcases)
- Present a MusicNL award
- Your company name on a MusicNL award
- Speaking opportunity during our awards show
- Full brand banner displayed on MusicNL's website
- Logo displayed on MusicNL promotional materials
- Special recognition in MusicNL's newsletter 1700+ thoughtful social media post reaching 15000+
- Booth at the Trade Show
- Exclusive presenter of the MusicNL Awards Show