



VIVID


ARTS • CULTURE • MEDIA

september 19 - 21, 2025

2025 Partnership Opportunities

VIVIDARTFEST.CA

 a.moore@cityssm.on.ca  @vividartfest

 705-989-8240

 @artsandcultureSSM

2024 Top Participating Municipality

CULTURE DAYS



WELCOME • BONJOUR • BIINDIGEN!

VIVID is an arts, culture and music festival that reawakens the spirit of Baawaating and our sense of place.

VIVID features the creation of large-scale murals combined with musical performances and other community programming to celebrate our powerful location as a meeting ground and look to the future of what we can become.

Above all else, this is an inclusive event intended to celebrate all cultures, genders, ages and abilities, and recognize Sault Ste. Marie's rich diversity of voices and traditions.

In 2024 the name and date of the festival were moved for two key purposes:

- 1) The name **VIVID** can be applied to all art disciplines, cultures and identities - allow for a brand that can easily and holistically acknowledge everyone.
- 2) Moving our date to September has allowed the festival to align with Ontario Culture Days - and will allow us to advertise and partner more FREE culture offerings that Sault Ste. Marie and the Algoma region have to offer!

By sponsoring **VIVID**, you are helping to revive and transform the community through arts, culture and collaboration. We thank you for your support and partnership.



ARTS

CULTURE

MEDIA

LET'S COLLABORATE

Becoming a partner with **VIVID** provides a unique opportunity to be connected with Northern Ontario's newest festival that will reawaken our unique spirit of place through art and music.

As a sponsor, you are helping to revitalize Sault Ste. Marie's downtown, support our local arts & culture sector and provide opportunities for youth.



ARTS

Both local and out of town artists will beautify Sault Ste. Marie's downtown, while mentoring youth co-creating a sense of place.



CULTURE

Throughout the festival, some of our nation's fiercest emerging musicians will put it all out there to captivate audiences with their talent.



MEDIA

We will elevate each other and celebrate our community's arts, culture and heritage through a series of cross-cultural, youth-focused workshops and programs.



EVENT SCHEDULE

See artists in action all week leading up to a jam-packed day of live music and celebration.

Sunday, Sept 7

Week of Sept 8

Friday, Sept 19

Saturday, Sept 20

Sunday, Sept 21

Mural painting and temporary public space installation begin.

Artist support PR Tour with all artists. Combined advertising with Sault Ste. Marie Culture Days

Intimate meet & greet with 2025 and alumni artists. Hosted as a culturally significant location. Artist Walking Tours.

The Local Immigration partnership presents: Local cultural performances and market. Art expose & Headline Concert

Tenaris presents a one day film festival curated by The Reel Film Forum.

OVERVIEW - PREVIEW



The purpose of the festival is:

- 1)** To create annual sustainable multi-discipline public art, culture & heritage programming (festivals/events/arts projects/etc.) that will attract and engage visitors as well as our local community to explore the city and discover the unique local history and culture existing therein, supporting tourism, economic diversification and arts sector development in the city.
- 2)** To create a more welcoming and inclusive community for all through increased representation by creating multi-discipline public art, culture & heritage programming (festivals/events/arts projects/etc.) that foster cross-cultural relationships between Indigenous and non-Indigenous peoples through shared experiences, cultures and programming. Promoting culture heritage and diversity and fostering a sense of pride, place, ownership and inclusion in the community.
- 3)** To create opportunities for youth through the arts, culture and heritage communities to engage with support each other, and provide youth with access and a voice in the future development of the arts sector in the City. Supporting youth engagement, mentorship, opportunities & growth in the community.
- 4)** To create multi-disciplinary public art projects that will provide arts students (elementary to post-secondary) and artists/arts professionals experiential learning opportunities for skills development, networking, professional mentorship, portfolio building, project development and funding as well as the developing of potential career paths. Supporting on-going professional development in the arts at all levels.





SPONSORSHIP

Presenting Sponsor

Music Sponsor(s)

Film Fest Sponsor(s)

Mural Sponsor(s)

Temporary Art Installation

SPONSORED

\$15000

SPONSORED

\$7500

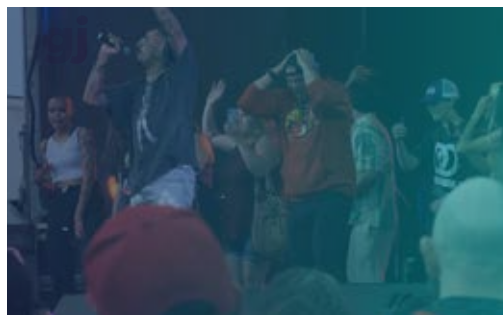
\$2400

Naming rights for specific programming and inclusion of logo on all event materials	●	●	●		
Meet and geet with your organization members with artist(s)	●	●		●	●
Large scale banner with your logo + tagline displayed on main stage & Sault Downtown Plaza screen	●	●	●		
			<i>*digital logo on film screen</i>		
Signage with your logo at the mural or temporary installation site + your logo on permanent mural plaque. Hashtag and @ featured on all applicable social media	●			●	●
Your logo and/or name and level of support featured in festival guide (PDF download) Recognition at Sault Downtown Association 2026 AGM for support to revitalize downtown	●	●	●	●	●
Recognition of your sponsorship and contribution on Main Stage prior to headlining act performance logo + recognition on VIVID and Sault Downtown Association websites and social channels	●	●		●	●
Opportunity to be involved in festival development and artist mentorship process	●	●	●	●	



BENEFITS

- Your logo displayed as a partner/sponsor on the **VIVID** and Sault Downtown Association websites
- Coverage and exposure on the **VIVID**, Sault Downtown Association, Arts & Culture SSM and Sault Downtown Plaza social media accounts (combined following of over 15,000)
- Your logo on permanent mural plaque at site
- Your logo on the Sault Downtown Plaza large scale screen (circulating slides during operating hours) 1 month in advance of the festival
- Opportunity to place banners on scaffolding and on site during project
- Opportunity to set up displays and participate in unveiling activities
- Laminated sign for your business recognizing you as a partner/sponsor
- Recognition at Sault Downtown Association 2026 AGM for efforts to revitalize the downtown
- Professional photo of organization members with artist in front of the mural + artist meet and greet



MIIGWETCH MERCI THANK YOU

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**SAULT
STE. MARIE**

