

**30TH ANNIVERSARY**



the  
**Jubilee**

AN EAST COAST MUSIC FESTIVAL

19 |||| 96

**JULY 31, AUGUST 1, 2**  
**2026**

[THEJUBILEE.CA](http://THEJUBILEE.CA)

# July 31 August 1, 2 2026

THANK YOU FOR TAKING THE TIME TO REVIEW OUR SPONSORSHIP PROPOSAL FOR THE JUBILEE.

SINCE ITS INCEPTION IN 1996, THE JUBILEE HAS UNITED WORLD-RENOWNED ARTISTS AND EMERGING NATIONAL TALENTS WITH LOCAL UP-AND-COMERS. FOLLOWING ANOTHER SUCCESSFUL AND HIGHLY ATTENDED EVENT IN NEW GLASGOW, THE FESTIVAL HAS FIRMLY ESTABLISHED ITSELF AS A MUST-ATTEND SUMMER HIGHLIGHT. IT OFFERS A VIBRANT ATMOSPHERE FILLED WITH FRIENDS, FAMILY, DELICIOUS FOOD AND DRINKS, AND, OF COURSE, TOP-TIER ROCK MUSIC.

BY SPONSORING THE JUBILEE, YOUR BUSINESS WILL GAIN EXPOSURE TO THOUSANDS OF ATTENDEES, ALIGNING YOUR BRAND WITH AN EXCITING AND MEMORABLE EVENT. YOUR SUPPORT WILL BE RECOGNIZED AS A KEY CONTRIBUTOR TO MAKING THIS SUMMER'S PREMIER EVENT IN NEW GLASGOW A SUCCESS.



**CONTACT US:**  [SPONSORSHIP@THEJUBILEE.CA](mailto:SPONSORSHIP@THEJUBILEE.CA)  [THEJUBILEE.CA](http://THEJUBILEE.CA)

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## ABOUT THE JUBILEE

AFFECTIONATELY KNOWN AS “THE JUBE,” THE JUBILEE HAS BEEN A KEY PART OF NEW GLASGOW’S MUSIC SCENE, KNOWN FOR SHOWCASING LOCAL, EMERGING, AND ICONIC CANADIAN ARTISTS. THIS YEAR, OVER 6,000 MUSIC FANS WILL GATHER AT GLASGOW SQUARE ON THE SCENIC EAST RIVER DURING THE AUGUST LONG WEEKEND. SINCE OPENING IN 2001, THIS OUTDOOR AMPHITHEATRE HAS BEEN A PREMIER VENUE FOR CANADIAN MUSICAL TALENT, DRAWING BOTH PICTOU COUNTY RESIDENTS AND VISITORS.

THE JUBILEE HAS WON THE MUSIC NOVA SCOTIA “EVENT OF THE YEAR” AWARD FOUR TIMES, RECEIVED THREE ECMA NOMINATIONS FOR THE SAME CATEGORY, AND EARNED TIANS’ “GOLDEN HOSPITALITY AWARD” IN 2013. OVER THE YEARS, IT HAS FEATURED JUNO AND GRAMMY WINNERS ALONGSIDE LOCAL TALENT, CONTINUING TO PROVIDE AN UNFORGETTABLE PLATFORM FOR CELEBRATED AND EMERGING ARTISTS ALIKE.

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# BE PART OF THE JUBILEE'S HISTORIC 30TH ANNIVERSARY IN 2026

2026 marks a major milestone — the 30th anniversary of the Jubilee, one of Atlantic Canada's most beloved and longest-running music festivals.

For three decades, the Jubilee has brought together top-tier talent, emerging artists, and a loyal community of music lovers to celebrate the very best in live music. Held in the heart of New Glasgow, the festival has become a cultural cornerstone — drawing crowds from across the province and beyond.

Next year's 30th anniversary event will be a celebration like no other — with expanded programming, special guests, and a focus on both our rich legacy and bold future. We're planning something truly unforgettable — and we want our sponsors to be part of the story.

Why partner with the Jubilee in 2026?

- Unmatched visibility during a milestone year, with increased media, community, and regional attention
- Brand alignment with a trusted, community-driven event known for quality and longevity
- Engagement opportunities with a loyal, diverse, and passionate audience
- Customized activations that showcase your support in memorable and meaningful ways

The 30th anniversary is more than just a festival — it's a celebration of community, culture, and connection. We're inviting our partners to grow with us, stand out, and help shape a defining moment in Atlantic Canada's live music scene.

Let's make history together.

# Carlton's Community Bash

## FAMILY FUN!!



CARLTON'S COMMUNITY BASH IS A TRIBUTE EVENT CELEBRATING THE LEGACY OF CARLTON MUNROE, FORMER PROMOTER AND EXECUTIVE DIRECTOR OF THE JUBILEE, WHO PASSED AWAY FROM GLIOBLASTOMA IN 2017. THE EVENT IS ALWAYS HELD ON THE SATURDAY OF FESTIVAL WEEKEND.

MUNROE SERVED AS THE EXECUTIVE DIRECTOR OF THE RIVERFRONT JUBILEE FOR NINE YEARS, TIRELESSLY EVOLVING THE FESTIVAL, CHAMPIONING LOCAL TALENT, AND ENHANCING THE PATRON EXPERIENCE.

'THE 2019 BOARD OF DIRECTORS WANTED A MEANINGFUL WAY TO HONOR CARLTON'S MEMORY,' SAYS JANINE LINTHORNE, CHAIRPERSON OF THE JUBILEE VOLUNTEER BOARD OF DIRECTORS. 'CARLTON WAS A PIVOTAL FIGURE IN THE JUBILEE FOR MANY YEARS, AND WE WANT OUR COMMUNITY TO ALWAYS REMEMBER HIS DEDICATION AND IMPACT.'

CARLTON'S COMMUNITY BASH IS A FREE, FAMILY-FRIENDLY EVENT THAT SHOWCASES LOCAL TALENT AND PROVIDES ENTERTAINMENT FOR ALL AGES IN A WELCOMING ATMOSPHERE.

# Opportunity

AS THE JUBILEE CONTINUES TO EXPAND, SO DOES OUR NEED FOR SUPPORT FROM PROMINENT LEADERS IN THE BUSINESS COMMUNITY. BY SPONSORING THE FESTIVAL, YOU ENABLE US TO ATTRACT TOP-TIER TALENT THAT DRAWS LARGE CROWDS, WHILE GAINING VALUABLE PROMOTIONAL AND ON-SITE VISIBILITY WITH THE AREA'S MOST INFLUENTIAL AUDIENCE. YOUR SPONSORSHIP WILL NOT ONLY ALIGN YOUR NAME WITH THE JUBILEE BUT ALSO REINFORCE YOUR ROLE IN MAKING THIS CELEBRATED EVENT POSSIBLE.

## Our Audience & Our Impact

THE JUBILEE CONSISTENTLY ATTRACTED BETWEEN 2,000 AND 5,000 ATTENDEES TO OUR EVENT. HERE'S WHAT WE'VE DISCOVERED ABOUT OUR AUDIENCE IN 2024:

**G** \$836,950  
CANADA

**D** \$607,251  
NOVA SCOTIA

**P** \$459,215  
NEW GLASGOW

THE TOTAL NET ECONOMIC ACTIVITY  
(GDP)  
SUPPORTED BY THE JUBILEE

**\$648,040**  
SPENT IN  
LOCAL  
RESTAURANTS  
& BUSINESSES

**SUPPORTED**  
**10.7 NS**  
**9.1 NG**  
**JOBS**

THE 2024 JUBILEE SUPPORTED WAGES  
AND SALARIES OF \$381,160 DOLLARS  
AND  
10.7 JOBS FOR NOVA SCOTIA, OF  
WHICH 9.1 JOBS AND \$297,715 DOLLARS  
IN WAGES AND SALARIES  
WILL BE SUPPORTED IN NEW GLASGOW.

**\$1,111,952**  
TOTAL ECONOMIC  
IMPACT IN  
NEW GLASGOW  
AREA

**\$1,260,168**  
ESTIMATED  
ECONOMIC IMPACT  
in Nova Scotia

**60%**  
OF ATTENDEES  
WERE VISITORS  
OUTSIDE OF  
OUR REGION



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# SPONSORSHIP

## *Packages*

SPONSORING THE JUBILEE COMES WITH A RANGE OF VALUABLE BENEFITS, INCLUDING:

- ✔ **NAMING RIGHTS:** OPPORTUNITIES TO NAME PROMINENT AREAS SUCH AS THE VIP TENT, BEER TENT, FOOD COURT, OR MERCH TENT.
- ✔ **BANNER PLACEMENT:** DISPLAY YOUR BANNERS PROMINENTLY ON THE FESTIVAL GROUNDS.
- ✔ **RADIO ACKNOWLEDGMENT:** RECOGNITION IN OUR RADIO CAMPAIGN WITH OUR MEDIA PARTNER. A POPULAR STATION REACHING OVER 100,000 LISTENERS WEEKLY ACROSS THE REGION.
- ✔ **LOGO INCLUSION:** FEATURE YOUR ORGANIZATION'S LOGO IN OUR PRINT ADS, POSTERS, PROGRAM, AND ON OUR WEBSITE.
- ✔ **SOCIAL MEDIA MENTIONS:** GAIN EXPOSURE THROUGH OUR EXTENSIVE SOCIAL MEDIA CAMPAIGN, REACHING OVER 12,000 FOLLOWERS WITH A REACH OF 50,000 PER POST.

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THERE ARE NUMEROUS WAYS TO SUPPORT THE JUBILEE. WE OFFER A VARIETY OF PACKAGE PLANS DESIGNED TO PROVIDE MAXIMUM VALUE AND INCREASED VISIBILITY. ADDITIONALLY, WE ARE HAPPY TO CUSTOMIZE THESE PACKAGES TO BETTER SUIT YOUR SPECIFIC NEEDS.

## Exclusive

### EXCLUSIVE FESTIVAL PARTNER

A ONE OF A KIND OPPORTUNITY!

- ✓ ON SITE SECTION NAMED/BRANDED AFTER YOUR COMPANY IE: VIP TENT/BEER TENT/ FOOD COURT / MERCH TENT
- ✓ 1ST CHOICE FOR ON SITE LOCATIONS FOR RETAIL AND BOOTHS
- ✓ 1ST CHOICE ONSITE BANNER/BRANDING (UP TO 10 BANNERS)
- ✓ INDIVIDUAL LOGO ON JUMBO SCREEN BETWEEN PERFORMERS
- ✓ MINIMUM 250 ON-AIR MENTIONS WITH MEDIA PARTNERS
- ✓ CORPORATE LOGO ON ANY JUBILEE E- MAIL BLAST
- ✓ SHARED LOGO ON MARKETING MATERIALS (POSTERS, RACK CARDS)
- ✓ SHARED LOGO ON WEBSITE/ SOCIALS
- ✓ SOCIAL MEDIA TAGGING POSTS
- ✓ 10 VIP PASSES - WEEKEND PASSES
- ✓ 20 GENERAL ADMISSION - WEEKEND PASSES

**\$25,000**

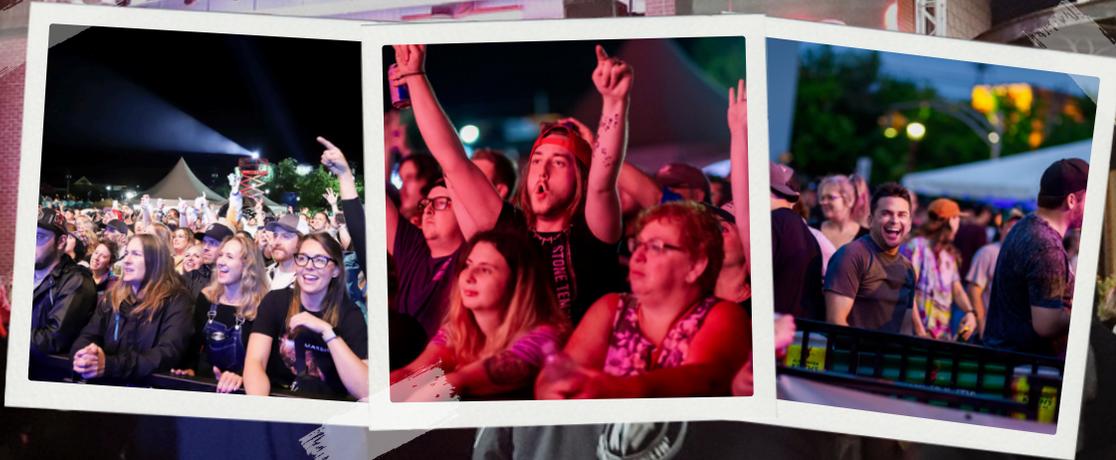
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# SPONSORSHIP



## PRESENTING

- ✓ ON SITE SECTION NAMED/BRANDED AFTER YOUR COMPANY  
IE: VIP TENT/BEER TENT/ FOOD COURT / MERCH TENT
- ✓ 1ST CHOICE FOR ON SITE LOCATIONS FOR RETAIL AND BOOTHS
- ✓ 1ST CHOICE ONSITE BANNER/BRANDING (UP TO 10 BANNERS)
- ✓ INDIVIDUAL LOGO ON JUMBO SCREEN BETWEEN PERFORMERS
- ✓ MINIMUM 250 ON-AIR MENTIONS WITH MEDIA PARTNERS
- ✓ CORPORATE LOGO ON ANY JUBILEE E- MAIL BLAST
- ✓ SHARED LOGO ON MARKETING MATERIALS
- ✓ SHARED LOGO ON WEBSITE/ SOCIALS
- ✓ SOCIAL MEDIA TAGGING POSTS
- ✓ 10 VIP PASSES - WEEKEND PASSES
- ✓ 20 GENERAL ADMISSION - WEEKEND PASSES

**\$20,000+**



## PLATINUM

- ✓ 2ND CHOICE FOR ON SITE LOCATIONS FOR RETAIL AND BOOTHS
- ✓ 2ND CHOICE ONSITE BANNER/BRANDING (UP TO 10 BANNERS)
- ✓ SHARED LOGO ON JUMBO SCREEN BETWEEN PERFORMERS
- ✓ SHARED LOGO ON MARKETING MATERIALS (POSTERS, RACK CARDS)
- ✓ SHARED LOGO ON WEBSITE/ SOCIALS
- ✓ SOCIAL MEDIA TAGGING POSTS
- ✓ 6 VIP TICKETS - WEEKEND PASSES
- ✓ 8 GENERAL ADMISSION- WEEKEND PASSES

**\$15,000+**

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## ROCKSTAR

- ✔ SINGLE AVAILABLE ON-SITE LOCATION FOR RETAIL AND BOOTHS
- ✔ ON-SITE BANNERS/BRANDING IN AVAILABLE SPACES (UP TO 3 BANNERS)
- ✔ SHARED LOGO ON JUMBO SCREEN BETWEEN PERFORMERS
- ✔ SHARED LOGO ON MARKETING MATERIALS
- ✔ SHARED LOGO ON WEBSITE/SOCIALS
- ✔ SOCIAL MEDIA TAGGING POSTS
- ✔ 4 VIP PASSES - WEEKEND PASSES
- ✔ 6 GENERAL ADMISSION - WEEKEND PASSES

**\$10,000+**



## BIG BAND

- ✔ ON-SITE BANNERS/BRANDING IN AVAILABLE SPACES (1 BANNER)
- ✔ SHARED LOGO ON JUMBO SCREEN BETWEEN PERFORMERS
- ✔ SHARED LOGO ON MARKETING MATERIALS
- ✔ SHARED LOGO ON WEBSITE/ SOCIALS
- ✔ SOCIAL MEDIA TAGGING POSTS
- ✔ 2 VIP PASSES- WEEKEND PASSES
- ✔ 6 GENERAL ADMISSION - WEEKEND PASSES

**\$5,000+**

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# SPONSORSHIP *Package*



## A CAPELLA

- ✓ SHARED LOGO ON JUMBO SCREEN BETWEEN PERFORMERS
- ✓ SHARED LOGO ON MARKETING MATERIALS (POSTERS, RACK CARDS)
- ✓ SHARED LOGO ON WEBSITE/ SOCIALS
- ✓ SOCIAL MEDIA TAGGING POSTS
- ✓ 2 VIP PASSES - WEEKEND PASSES

**\$2,500+**



## FRIENDS OF THE JUBE

- ✓ SHARED LOGO ON JUMBO SCREEN BETWEEN PERFORMERS
- ✓ WEBSITE AND SOCIAL MEDIA RECOGNITION
- ✓ 4 GENERAL ADMISSION - WEEKEND PASSES

**\$500+**



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## Solo

**IF YOU PREFER TO SELECT SPECIFIC SPONSORSHIP BENEFITS,  
WE OFFER THE FOLLOWING SOLO OPTIONS:**

### SOLO SPONSORSHIPS

IF YOU PREFER TO SELECT SPECIFIC SPONSORSHIP BENEFITS, WE OFFER THE FOLLOWING SOLO OPTIONS:

#### **MAIN STAGE NAMING: \$15,000 (LIMIT 1)**

- INCLUDES SIGNAGE ON THE MAIN STAGE, RECOGNITION IN FESTIVAL SOCIAL MEDIA, ACKNOWLEDGMENT ON THE WEBSITE, AND MENTIONS IN MAIN STAGE PUBLIC ADDRESS ANNOUNCEMENTS. COMES WITH 10 GENERAL ADMISSION WEEKEND PASSES.

#### **VIP TENT NAMING: \$7,500 EACH (LIMIT 1 PER STAGE)**

- INCLUDES SIGNAGE ON THE VIP TENT FOR THE STAGE BEING SPONSORED, RECOGNITION IN FESTIVAL SOCIAL MEDIA, ACKNOWLEDGMENT ON THE WEBSITE, AND MENTIONS IN THE STAGE'S PUBLIC ADDRESS ANNOUNCEMENTS. COMES WITH 6 GENERAL ADMISSION WEEKEND PASSES.

#### **FOOD COURT OR MERCH TENT NAMING: \$2,500 EACH (LIMIT 2)**

- INCLUDES SIGNAGE IN THE DESIGNATED AREA, RECOGNITION IN FESTIVAL SOCIAL MEDIA AND ON THE WEBSITE, AND MENTIONS IN MAIN STAGE PUBLIC ADDRESS ANNOUNCEMENTS. COMES WITH 4 GENERAL ADMISSION WEEKEND PASSES PER SPONSORSHIP.

#### **ASSIGNED TENT SITE ON SPONSOR ROW: \$2,500 PER SITE**

- INCLUDES A 10' X 10' TENT SITE FOR ENGAGING WITH POTENTIAL CUSTOMERS, DISTRIBUTING SAMPLES, AND/OR LITERATURE. ALSO INCLUDES RECOGNITION IN FESTIVAL SOCIAL MEDIA AND ON THE WEBSITE. UP TO 4 VENDOR PASSES ARE PROVIDED FOR THOSE WORKING THE TENT. (SPONSOR TO PROVIDE TENT, TABLE, AND CHAIRS.)

#### **RADIO MENTIONS: \$1,000 PER 50 SPONSOR NAME MENTIONS**

- INCLUDES ACKNOWLEDGMENT IN THE FESTIVAL PROGRAM AND ON THE WEBSITE.

#### **SPONSOR SIGN PLACEMENT: \$400/SIGN (\$600 FOR 2)**

- INCLUDES THE PLACEMENT OF ONE SPONSOR SIGN OR BANNER (UP TO 6' X 8') IN A HIGH-VISIBILITY LOCATION DETERMINED BY FESTIVAL STAFF. ALSO INCLUDES RECOGNITION IN SOCIAL MEDIA AND ON THE WEBSITE.



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# Partnership

## **PARTNERSHIP PROGRAMS**

THE JUBILEE PROVIDES SPONSORS WITH DISTINCTIVE OPPORTUNITIES TO ENGAGE WITH ATTENDEES AND THE LOCAL COMMUNITY IN A CUSTOMIZED MANNER. CORPORATE SPONSORS CAN TAILOR THEIR INVOLVEMENT TO ENHANCE BRAND VISIBILITY AND MAKE A SIGNIFICANT IMPACT.

SAMPLE PARTNERSHIP PROGRAMS INCLUDE:

- **PRODUCT SAMPLING:** SHOWCASE YOUR PRODUCTS DIRECTLY TO FESTIVAL-GOERS.
- **SPONSOR CROSS-PROMOTION:** COLLABORATE WITH OTHER SPONSORS FOR MUTUAL PROMOTION.
- **ADDITIONAL FESTIVAL EXPOSURE:** GAIN VISIBILITY THROUGH SUPPLEMENTARY JUBILEE EVENTS.
- **PRE-FESTIVAL MARKETING:** INCREASE YOUR BRAND'S EXPOSURE THROUGH OUR MARKETING EFFORTS LEADING UP TO THE FESTIVAL.

FOR FURTHER INFORMATION OR TO CUSTOMIZE A PLAN THAT WORKS FOR YOU, CONTACT:

**AIMEE KELLY**  
**SPONSORSHIP DIRECTOR**



[SPONSORSHIP@THEJUBILEE.CA](mailto:SPONSORSHIP@THEJUBILEE.CA)



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