

LUMINOUS PATHS 2027

SPONSORSHIP OPPORTUNITY

Dear Potential Sponsor,

We invite you to partner with the City of Nanaimo for the second biannual Luminous Paths, an immersive, winter art festival that celebrates light, art, and community spirit!

Luminous Paths 2025 welcomed thousands of residents and visitors over the course of a month to downtown Nanaimo for a one-of-a-kind experience. The festival transformed familiar public spaces with interactive light-based art installations, live performances, interactive programming, and creative encounters that inspired wonder and connection. This free, all-ages event created a platform for local artists, performers, and community groups, sparked downtown vibrancy, and brought people together to celebrate our cultural community and our shared spaces. Efforts are underway to secure Council approval and foundational support this fall to bring Luminous Paths to life again with the strong backing of community partners and sponsors playing a key role in ensuring its continued success and impact.

In 2027, we're growing, and we want you with us.

As a sponsor, you'll play a vital role in bringing this unique event to life – supporting local creatives, cultural storytelling, and creative placemaking. Your brand will be woven into an experience that is visually stunning, emotionally resonant, and widely attended and appreciated. Sponsorship offers you a highly visible and meaningful way to engage with the community and demonstrate leadership in arts, culture, community, and innovation.

We offer a range of sponsorship levels and benefits, including title recognition, logo placement, social media visibility, media coverage, and on-site presence. We are also happy to explore custom packages based on your interests, from in-kind contributions to activation spaces.

Let's collaborate to make Nanaimo shine even brighter.

Thank you for considering this opportunity. We would be delighted to meet with you to discuss how Luminous Paths 2027 can align with your goals.

Sincerely,



Jaime-Brett Sine
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<https://www.nanaimo.ca/goto/LuminousPaths>



ABOUT THE FESTIVAL

Luminous Paths is Nanaimo's annual celebration of light and creativity. This immersive winter art festival transforms downtown with light-based art installations, live performances, projections, community programming, and cultural experiences. It's a joyful, accessible, and inclusive month-long event that honours place, imagination, and community. [Click here](#) for a video of our 2025 event.

WHY SPONSOR?

- Connect your brand with arts, culture, community, and innovation
- Gain visibility among thousands of attendees
- Support local artists and placemaking
- Be part of Nanaimo's economic growth and vitality
- Show leadership in community-building and tourism development



photos by Sean Fenzl of Luminous Paths 2025

SPONSORSHIP TIERS & BENEFITS

	RADIANCE "Illuminate the Entire Festival" **ONLY ONE RADIANCE SPONSORSHIP AVAILABLE**	BEACON "Shine a Spotlight on Creativity"	GLOW "Support the Light Illuminating the Festival"	SPARK "Fuel the Light in Your Community"
Cost	\$10,000	\$5,000	\$2,500	\$500-\$1000
Festival/Art Naming Rights	YOUR BRAND TAKES CENTRE STAGE - "Luminous Paths presented by [Your Name]" on all festival materials, digital platforms, and media mentions	ARTWORK PARTNERSHIP - Be directly associated with an individual artwork: "Presented by [Your Name]" appears on signage and promotional content for the art installation		
Logo Visibility	MAXIMUM VISIBILITY - Your logo featured most prominently across all platforms (website, digital and print ads, on-site signage, and festival guides)	PROMINENT PLACEMENT - Your logo featured on the official event poster, website, and art signage	EVENT VISIBILITY - Your logo included on festival website, event poster, and select on-site signage	EVENT VISIBILITY - Your logo included on festival website and event poster
Social Media	HIGH IMPACT PROMOTION - Includes a <i>custom sponsor feature</i> and 4 dedicated shout-outs reaching thousands of local followers and arts and culture enthusiasts	FEATURED SOCIAL COVERAGE - Your sponsorship highlighted in posts specifically featuring the artwork you're supporting plus 1 shout-out post	SPONSOR RECOGNITION - A dedicated sponsor shout-out acknowledging your support	GROUP ACKNOWLEDGEMENT - Your support recognized in a group thank-you post
Booth Options	PRIME REAL ESTATE for a booth or experience zone in a high-traffic festival area during opening & closing festival events	Option to host an interactive booth or branded presence during the opening & closing festival events	Optional booth presence to engage with attendees during opening & closing festival events	Optional table or display space to connect with the public during opening festival event
VIP Access	EXCLUSIVE ACCESS - <i>Private guided tour</i> of the installations for your guests or staff, plus access to behind-the-scenes previews and programming opportunities	Four passes to the opening festival event for the VIP Art Tour	Two passes to the opening festival event for the VIP art tour	
Media Coverage	MEDIA SPOTLIGHT - Included in all official press releases and media opportunities with potential for interview features	MEDIA MENTIONS - Included in coverage related to your sponsored artwork and where applicable in festival media		
Swag Opportunity	BRANDED GIVEAWAYS - Your branded items or materials included in VIP or public festival giveaways			
Why It's Powerful	You become the face of the festival, seen by thousands of attendees and the broader community, and creating lasting goodwill and deep brand recognition	You connect directly with the artistic core of the festival by supporting local and regional artists while standing out in the cultural scene	A flexible, cost-effective way to boost your visibility and support a meaningful cultural event	Shows your commitment to community and creativity, even with a modest budget. Great for local businesses or organizations

Custom sponsorship packages and in-kind contributions welcome.



cultureandevents@nanaimo.ca



250-755-4483



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FESTIVAL REACH & IMPACT:

Luminous Paths 2025

By the Numbers

- Attendance: 18,000+ visitors over 27 days
- Installations: 7 major light-based artworks across Maffeo Sutton Park
- Artists/ Performers: 36 local and regional artists and performers featured
- Performances & Activations: 39 performances, workshops, and community activations

Digital Reach

- Website traffic: 10,000+ clicks to the festival page; 564 video highlight views; 60% increase in site traffic during event.
- Social media (paid + organic): 193,497 Meta impressions, 53,065 Google impressions, 8,276 accounts reached through influencer content; combined social/digital reach 250,000+ impressions.
- Engagement: 10,444 Meta ad clicks, 2,374 Google ad clicks, and 4,200+ organic social engagements (likes, shares, comments).
- Media coverage: 22 mentions across outlets including CHEK News, Times Colonist, and Victoria Buzz, with an estimated reach of 1.2M and PR value of \$31K.

Community Feedback

- "It gave us a reason to come downtown in the winter – beautiful, imaginative, and fun for all ages."
- "The installations were magical. We went three times and brought different friends each time!"
- "It made me proud to live in Nanaimo – such a creative, inclusive event."

Artist Feedback

- "Luminous Paths gave me my first opportunity to show work in a public space. The support was incredible."
- "This festival really champions local talent and brings contemporary art into the heart of the city."

Why It Matters

- Supports and pays local artists and creatives
- Increases economic activity in the downtown core during winter months
- Attracts tourists and overnight visitors to Nanaimo
- Builds community connection through shared cultural experiences
- Makes art accessible, engaging, and inclusive for all ages and backgrounds



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