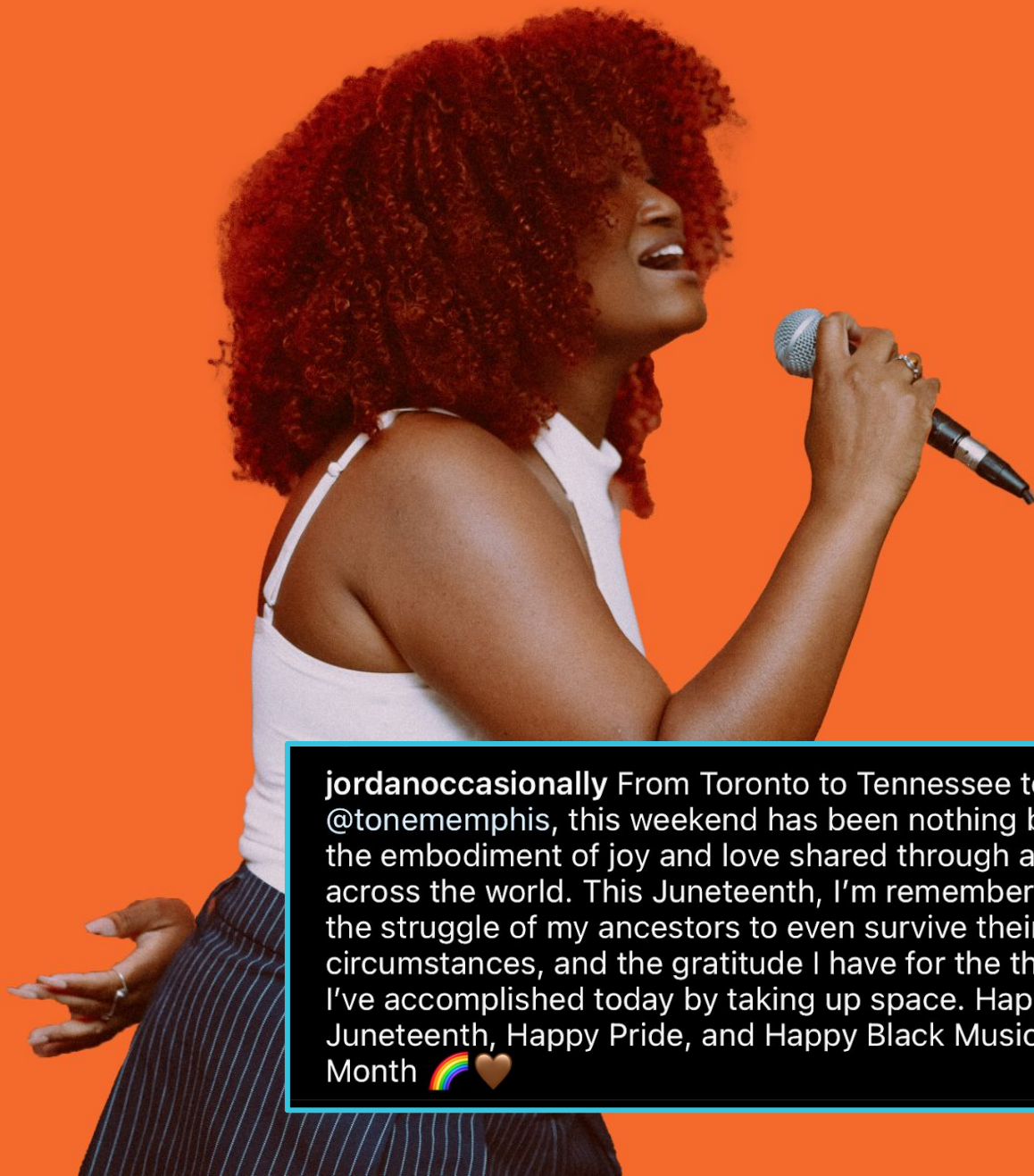


NXNE

2024 SPONSORSHIP OPPORTUNITIES





jordanoccasionally From Toronto to Tennessee to @tonememphis, this weekend has been nothing but the embodiment of joy and love shared through art all across the world. This Juneteenth, I'm remembering the struggle of my ancestors to even survive their circumstances, and the gratitude I have for the things I've accomplished today by taking up space. Happy Juneteenth, Happy Pride, and Happy Black Music Month 🌈💖

NXNE was established in 1995 in partnership with leading members of the Canadian music and media industries and the founders of Austin, Texas' SXSW.

Today, NXNE is Canada's most important 'DISCOVERY' festival for emerging new music, held every June in Toronto.

The festival is committed to gender equity and BIPOC representation boasting a diverse line-up that reflects the festival's core theme

"Talent is Everywhere"



paigerutledge
The Cameron House



Liked by [filthymouthrecords_](#) and others

paigerutledge Hey @nxne !! Thank you for putting on a great festival and having us out to play! 🙌💕

NXNE has presented emerging artists just before they break since 1995 including...

Lizzo (2014) Post Malone (2017) Peaches (1996)
Daniel Caesar (2016) Lumineers (2012)
The Arkells (2007) K'Naan (2005) Feist (2004)
Sam Roberts (2002) Billy Talent (1999) Grimes (2011)
Sarah Harmer (1995) Mac Demarco (2011)
Matthew Good Band (1996) Future Islands (2014)
The Weather Station (2012) Run the Jewels (2014)
Gary Clark Jr. (2007) Metz (2009) Haviiah Mighty (2018)
and thousands more.

NXNE 2023 highlights include...

Fionn Missy D Housewife The Motive
Jordan Occasionally The Garrys New Friends
We Are Domi Charmaine Sade Awele
St. Arnaud Dali Van Gogh Yellow Magnolia
and many many more....



thegarrysband Here are a few fun moments from our time in Toronto last month for @nxne! Playing at the @monarchtavern was such a dream 🥰🥰 Huge thanks to @creativesask and @factorcanada for helping us make our TO debut a success! 🥰🥰 we can't wait to come back!!

NXNE 2024 INTRODUCTION

From June 12 – 16, 2024, NXNE will again take over 20+ of Toronto's best live` music venues throughout Festival Week showcasing 250+ essential emerging artists from across Canada and around the world.

NXNE makes great music accessible and inclusive to all by removing the financial barriers.

Artists pay nothing to apply, performers are paid and admission to club shows in 2024 is with a low-cost FULL FESTIVAL PASS or SINGLE ADMISSION Ticket.

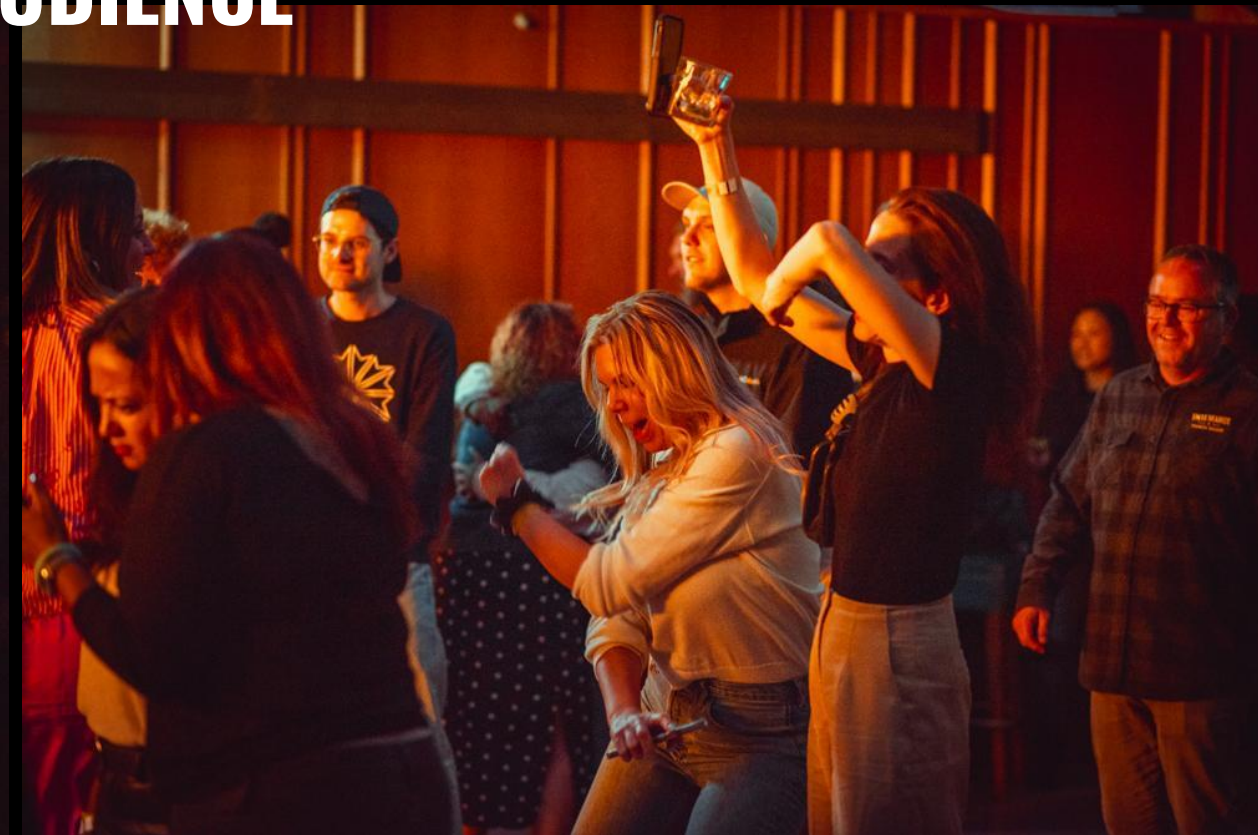
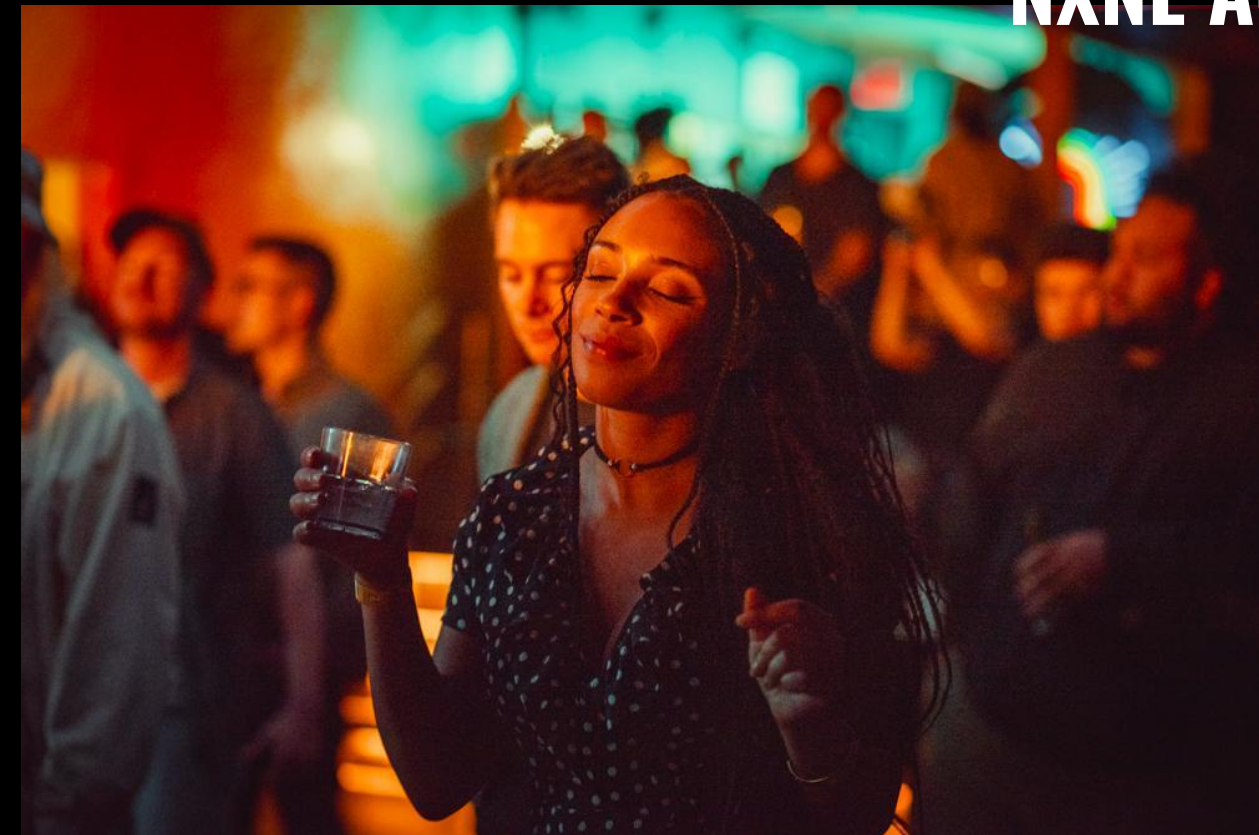
NXNE QUEEN WEST DAY PARTY

This outdoor music event with showcases, beer garden, food and marketplace vendors comes to life on Saturday, June 15.

ARTIST DEVELOPMENT DAY

2 days of educational panels and networking at NX HQ – a busy artist's hub It's OK* Studios on Queen St W.

NXNE AUDIENCE



9,480 ATTENDEES
21,000 VENUE VISITS

GENDER

- FEMALE **45%**
- MALE **50%**
- NON-BINARY **5%**

HH INCOME

- <\$30,000 **19%**
- \$30,000 to \$49,000 **11%**
- \$50,000 to \$74,000 **23%**
- \$75,000 to \$100,000 **19%**
- \$100,000 to \$124,000 **14%**
- \$125,000+ **14%**

LOCATION

- TORONTO RESIDENTS **50%**
- ONTARIO RESIDENTS **16%**
(outside GTA)
- CANADIAN RESIDENTS **22%**
(outside ON)
- INTERNATIONAL **12%**

AGE

- 19-24 **13%**
- 25-34 **43%**
- 35-39 **17%**
- 40-54 **14%**
- 55+ **12%**

SPECTACULAR GROWTH YOY

NXNE	2023	2022	GROWTH %
ATTENDEES	9,480	4,925	92%
VENUE VISITS	21,000	10,000	110%
INSTAGRAM FOLLOWERS	13,502	11,000	23%
SOCIAL MEDIA IMPRESSIONS	2,049,491	381,200	438%
# OF PERFORMANCES	308	225	37%
# OF ARTIST APPLICATIONS	2,500	1,300	92%



nxne 2024 sponsorship

title - exclusive - partner

NXNE's team of marketing professionals take pride in developing unique and effective ways to meet your brand's marketing and promotional goals leading up to, during and post festival.

Reach tens of thousands of potential consumers through NXNE's robust club hopping environment.

Whether you're targeting live music fans or the artists themselves, NXNE's sponsorship program showcases brands and promotes engagement through a variety of customized activations levels.





title sponsor

custom program - custom pricing

Your brand will become part of NXNE'S overall messaging, taking advantage of key, public facing, brand heightening opportunities to promote engagement/consumption.

- Identified as Title Sponsor (NXNE 2024 Presented by BRAND)
- Opportunity for customized display and/or activation
- In venue activations & signage including video screens where available
- Presence at NX HQ to promote product display and demonstration - a busy artist and performance hub with over 2500 visitors
- Featured on all key assets and marketing collateral
- NXNE creates all branded ad mats and digital assets
- Premium placement on all web pages
- Logo recognition in all NXNE marketing including print, digital and poster
- Presented by sponsor in press release and all media outlets
- Featured in all NXNE newsletters
- Opportunity to include item in 1000 Artist Bags
- Free Full Festival Passes and Launch Party Invites as needed
- Curated social media content - custom video and photography





exclusive festival sponsor

custom program - custom pricing

Your brand will become part of NXNE'S overall messaging, taking advantage of key, public facing, brand heightening opportunities to promote engagement/consumption.

- Identified as Exclusive Category Sponsor of NXNE 2024
- Venue signage including video screens where available
- Presence at NX HQ to promote product display and demonstration - a busy artist and performance hub with over 2500 visitors
- Dedicated social media post
- NXNE provides Digital Toolkit for branded socials
- Logo recognition on NXNE website
- Logo recognition in all NXNE marketing including print, digital and poster
- Sponsor recognition in press release
- 100 word feature in NXNE Newsletters
- Opportunity to include item in 1000 Artist Bags
- Free Full Festival Passes and Launch Party Invites
- Curated social media content - custom video and photography





branded partner showcase

venue takeover

Your brand will 'take over' a chosen iconic venue on at least one night with signage, display area, sampling, tickets, dedicated marketing and more.

underplay headliner

Anchor the evening by a specifically curated lined-up of elevated talent with up to 4 bands + high profile headliner.

secret show

Create excitement with a secret show - NXNE will program a headliner with a strategy to leak the news just prior to the show.

artist development days

thursday, June 13 & friday, June 14

Sponsorship of the 2nd annual Artist Development Day where artists gather at NXNE Headquarters to participate at panels, speed-dating style discussions and networking with industry professionals and other musicians.

Day's programming is followed by an artist mixer. Over 500 attendees.



branded sponsor activations

a la carte - add ons

- NXNE Festival Sampling
- Branded Volunteer t-shirts - 175 in circulation throughout the event
- Exclusive Logo branding on 1000 swag bags given out to performing artists
- Sponsorship of NXNE Launch Party
- Branded multi-week talent search
- Logo branding on Step and Repeat backdrop
- Naming rights for 'Battle of the Bands' games tournament and party supported by marketing, video and social media
- Product placement in 1000 swag bags





NXNE 2023 Venues - 2024 TBD



Baby G
1608 Dundas St W

Bar Cathedral
54 The Esplanade

Mister Wolf
567 Queen St W

Bovine Sex Club
542 Queen St W

Cameron House
408 Queen St W

Handlebar
159 Augusta Ave

Horseshoe Tavern
370 Queen St W

Rivoli
334 Queen St W

Smith House
171 College St W

Paddock Tavern
178 Bathurst St.

Supermarket
268 Augusta Ave

Clinton's Bar
693 Bloor St W

Drake Underground
458 Queen St W

Garrison
1197 Dundas St W

Painted Lady
218 Ossington Ave

C'est What
67 Front St E

Jean Darlene Bar
1203 Dundas St W

The Monarch Tavern
12 Clinton St

Gladstone
1214 Queen St W

Its OK* (NX HQ)
468 Queen St W

**** venue requests
are available**



To become a sponsor talk to us at info@nxne.com



so many bands
so many venues
so much music

JUNE 12-16
TORONTO, ON

NXNE 