



SAKURA BLUE
STUDIOS



SPONSORSHIP PROPOSAL

2026

AN IMMERSIVE CULTURAL LITERARY FESTIVAL & FANTASY BALL

PREPARED FOR
LOCAL SUPPORT

PRESENTED BY
REBECCA CARRIGAN

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INTRODUCTION

THE WRITERS OF THE REALM LITERARY FESTIVAL & FANTASY BALL IS A BRAND-NEW CULTURAL EVENT LAUNCHING IN FREDERICTON, NB - **SEPTEMBER 19TH 2026.**

Starting as a one-day celebration of books and storytelling, our festival has already grown into a full weekend destination event as of 2027, attracting readers, writers, and cultural tourists from across Atlantic Canada and beyond.

Why this festival matters:

- **Fills a cultural gap:** New Brunswick lacks a large-scale literary festival with national reach.
- **Supports authors, writers, publishers & entrepreneurs:** Creates a new platform to connect with audiences.
- **Boosts Fredericton tourism:** A fresh cultural draw for the city.
- **Promotes literacy & imagination:** Inspires readers of all ages to engage with Canadian literature.



FESTIVAL HIGHLIGHTS

A PLATFORM FOR ENGAGEMENT AND INFLUENCE

DAYTIME FESTIVAL (ALL AGES)

- Local & Canada-wide authors, publishers, writers and industry professionals.
- Readings, panels, and writing workshops.
- Book-ish vendor marketplace + literary activities for readers, including a scavenger hunt and door prizes.
- A Writing Contest: Open to the public!

EVENING ENTERTAINMENT: THE SERENITY BALL

- Ticketed 19+ formal fantasy book-ish ball. (450 tickets already sold!)
- Guests dress in their best formal or fictional/fantasy-inspired attire.
- Oracle readers, desserts, cash bar.
- A mystical market, raffle prizes and contests
- A royal cast and interactive show
- Dancing - Featuring DJ Fayder, a Maritime-based talent, to create an unforgettable night.
- Best dressed awards and more!

GROWTH PLAN

- Year 1: One-day launch event (featuring over 130 authors/vendors), including local sponsorships & schools already in place
- Year 2: Expand to a three-day weekend festival. (already booked!) with events throughout the city leading up
- Year 3: Expand to a destination event for Atlantic Canada and beyond

COMMUNITY SUPPORT ALREADY IN PLACE

- Local Authors, Publishers and Artisans
- Local Businesses / Bookstores / Schools
- Tourism & Hospitality Industries
- Writers' Federation of New Brunswick
- New Brunswick Film Co-op
- Fredericton Inn (venue secured)
- DJ Fayder (DJ Host secured for Fantasy Ball)
- Local Business already planning mini events with us, leading up throughout the year, for promotion and partnership, such as The Cap, Scott's Nursery, and University programs
- Local radio stations and podcasts invites!



SPONSORSHIP OPPORTUNITIES

FLEXIBLE SPONSORSHIP LEVELS TAILORED TO YOU

We have a variety of sponsorship levels to choose from, depending on how involved you want to be with our festival. If you have any questions at all or want to support us in another way, please feel free to reach out to our creative director:

Rebecca Carrigan

Email: salurabluestudios@gmail.com

● GUARDIAN OF THE REALM:

**TITLE SPONSORS
(1 AVAILABLE)**

- Festival presented as: Writers of the Realm Literary Festival presented by Sakura Blue Studios and [Sponsor Name]
- Prime logo placement on all print materials including volunteer t-shirts, and a full page ad in the program
- Mentioned as supporter in Radio Ads
- Welcoming remarks during the festival
- Social media spotlights leading up & throughout festival
- 2 writing workshops branded with your logos as a supporter
- 2 free 1-hr VIP online oracle readings from our mystical readers
- 4 Complimentary passes to the literary festival
- 4 Complimentary passes to the Serenity Ball
- 4 Drink tickets at the ball
- Special Gift

\$5,000

● CHAMPION OF THE REALM:

**GUEST SPONSORS
(2 AVAILABLE)**

- Celebrity Guests presented by [Sponsor Names]
- Logos displayed on stage during celebrity author Q&A
- Logos on Festival Volunteer t-shirts
- Private VIP meet & greet with celebrity author
- 1/4 ad in festival program
- Social media spotlights tied to the celebrity author
- 1 writing workshop branded with your logo as a supporter
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Serenity Ball
- 2 Drink tickets at ball
- Logos on our support local banners
- Special Gift

\$3,500

● ROYAL PATRON OF THE BALL:

BALL SPONSOR CLAIMED

- Serenity Ball presented by Sakura Blue Studios and [Sponsor Name]
- Logo on ball tickets, ball signage, volunteer t-shirts, and support local banners
- Present the evening's Best Dressed contest winner at the ball
- 4 Complimentary passes to the festival
- 4 Complimentary passes to the Serenity Ball
- 4 Drink tickets at the ball
- 2 free 1-hr VIP online oracle reading
- 1/4 ad in program
- Logos on our 360 photobooth images
- Social media spotlights with the ball leading up to and during the event
- Logos on Support Local Banners
- Special Gift

SPONSORSHIP OPPORTUNITIES CONTINUED...

KEEPER OF STORIES:

AUTHOR READING PANEL SPONSOR (1 AVAILABLE)

- Logo promotions on stage during author panel & readings
- Introduction of our panel & an author reading of your choice
- Logo on festival volunteer t-shirts, program and our Support Local Banners
- Social media spotlight leading up to and during the event + thank you shout-out on stage
- 2 featured writing workshops branded with your logo as a supporter
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Serenity Ball
- Promotional items of your company put in our author/vendor swag bags
A Special Thank You Gift!

\$1,800

ENCHANTER OF THE NIGHT:

ENTERTAINMENT SPONSOR (1 AVAILABLE)

- Evening entertainment presented by [Sponsor Name]
- Logos displayed near DJ booth on the stage at the ball
- Logos on volunteer festival t-shirts, festival program & support local banners
- Social media spotlights tied to DJ leading up to and during the Serenity Ball, including a shout-out on stage
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- 2 Drink tickets at the ball
- 1 - 1hr VIP online oracle reading
- Special Gift

\$1500

ROYAL STATIONERS:

PRINT MEDIA SPONSOR CLAIMED

- Logos on all print media throughout the festival - except ball tickets
- Logos on festival Volunteer t-shirts
- Promotional items from your company put in all our author, vendor and guest swag bags
- Logos on outdoor yard signs leading up to the festival
- Full page ad in program
- Social media spotlights
2 Complimentary passes to the literary festival
2 featured writing workshops, branded with your logo as a supporter and a 5-min speaker session on stage to tell the crowd about your company/ services.

SPONSORSHIP OPPORTUNITIES CONTINUED...

DELICATE DELIGHTS:

DESERT & DRINKS SPONSOR (2 AVAILABLE)

- Desert table presented by [Sponsor Name]
- Logos/signage on catering table & at cash bar
- Naming rights to a special themed cocktail drink
- 2 drink tickets at the ball
- Logos in our program, our Support Local banners & volunteer t-shirts
- Shout-out by DJ during the Serenity Ball
- Social media spotlights leading up
- 2 Complimentary passes to the festival
- 2 Complimentary passes to the Serenity Ball
- Special thank you card

\$980

MYSTICAL MAIDEN:

ORACLE READER SPONSORS (2 AVAILABLE - 1 CLAIMED)

- Logo promotions on the table of one of our featured Oracle Spiritual readers at the Fantasy Ball
- Social media shout-outs
- logos on festival program, support local banners and volunteer t-shirts
- 1 free 1-hr online VIP reading from one of our Oracle readers
- 2 Complimentary passes to the festival
- 2 Complimentary passes to the Serenity Ball
- Special thank you card & mystical gift

\$800

THE ROYALS:

ROYAL COURT SPONSORS (10 AVAILABLE - 4 CLAIMED)

- Logo in festival program, support local banners and volunteer t-shirts
- 2 Complimentary passes to the literary festival
- 2 Complimentary passes to the Serenity ball
- Shout out on social media
- A special thank-you card from the cast!

\$300

SPONSORSHIP OPPORTUNITIES CONTINUED...

OTHER WAYS TO SHOW YOUR SUPPORT:

● SUPPORT LOCAL BANNERS (MULTIPLE AVAILABLE)

- Are you a local company or maybe just an individual who loves the literary scene? Want to have your logo or name displayed at our literary festival & fantasy ball?
- For just \$25 we'll put your company logo or name on our #SupportLocal Banners at our event!
- These banners will be up throughout the festival and the Fantasy Ball!
- It's a great way to be seen by the public and for us to display our local companies & supporters of the literary arts!
- All logos must be received by **July 27th for print**
- Email us today to be part of this!

\$25

● DOOR PRIZE DONATIONS:

- We have a variety of door prizes that we will be drawing throughout the Literary portion of the Festival and during the Serenity Ball. If your company would like to donate a prize for one of our draws, we'd greatly appreciate it!
- How can you do this? You collect the items you want to donate. When you're ready, email us, and you can either drop them off or we will pick them up! All donations must be in by **August 5th, 2026**.
- This is a great way to be involved and get some promotion too!
- All door prize donations will get a shout-out on social media!

● AUTHOR, VENDOR & SPECIAL GUEST SWAG BAG ITEMS:

- We have a variety of exciting authors, both indie and traditionally published, attending our event—including our amazing vendors, panelist and special guests that we will be creating swag bags for. If you would like to promote your business and provide us with special items or gifts, please reach out, and we can chat!
- All items must be received by **August 5th, 2026**, and we are happy to stop by and pick them up if needed.
- Companies that provide swag bag items will get a shout-out on social media!

WHY SPONSOR US...

Be part of launching a bold new cultural tradition in Atlantic Canada. ***The Writers of the Realm Literary Festival & Fantasy Ball*** isn't just an event—it's the beginning of a movement that celebrates the power of storytelling, imagination, and community connection. Thousands of people attend literary events every year and hundreds of them are right here in New Brunswick, Canada! By sponsoring this festival, you'll help fill a longstanding cultural gap in New Brunswick while aligning your brand with literacy, creativity, and community engagement

● YOUR SUPPORT POWERS MORE THAN A FESTIVAL

- **Foster a Cultural Legacy:** New Brunswick currently lacks a nationally recognized literary event. This festival will change that—offering a vibrant platform for authors, publishers, and readers to connect, grow, and inspire.
- **Fuel Economic & Tourism Growth:** Hosted in the heart of Fredericton, the festival adds a fresh, high-impact attraction to the city's cultural calendar, boosting tourism, hospitality, and local business.
- **Promote Canadian Literacy & the Arts:** With workshops, panels, readings, celebrity author guests and activities for all ages, the festival promotes lifelong literacy, supports Canadian writers, and sparks imagination—for readers of all ages.
- **Unleash the Power of Fantasy:** From the mainstage literary events to the show-stopping Fantasy Ball, the festival blends highbrow culture with playful, immersive experiences that set it apart from any other literary event in the region.

ABOUT THE HOST: **SAKURA BLUE STUDIOS**

With over 25 years of experience in the entertainment industry, as well as publishing and design, and a proven history of organizing large-scale events, our studio brings the expertise and professional network required to make this festival successful. We are deeply embedded in the indie publishing world, which allows us to understand the challenges writers face and to create programming that is both meaningful and practical for authors, aspiring writers and the public.

Sponsor the Writers of the Realm Literary Festival & Fantasy Ball—and help write the next chapter in New Brunswick's cultural story.



LET'S CONNECT

If you're interested in being a sponsor for our festival please reach out to our Creative Director Rebecca Carrigan at the contact information below. We look forward to working with you and bringing Fredericton a brand new exciting event that is sure to be a staple in New Brunswick Arts and Culture!



sakurabluestudios@gmail.com



www.sakurabluestudios.ca



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