



SAKURA BLUE
STUDIOS



SPONSORSHIP PROPOSAL

2026

AN IMMERSIVE CULTURAL LITERARY FESTIVAL & FANTASY BALL

PREPARED FOR
LOCAL SUPPORT

PRESENTED BY
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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, the festival will grow 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:** 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 bookish ball. (SOLD OUT at 500 people!)
- 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 80 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

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]
- Mentioned as a title sponsor in Radio Ads
- Welcoming remarks during the festival
- Social media spotlights leading up to & 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
- 2 seats at any workshop of your choice (include. Sprayed Edges)
- 4 Complimentary passes to the Serenity Ball
- 4 Drink tickets at the ball
- Your banners / Signage up throughout the entire event all day
- Your choice of promo items in our swag bags for all vendors (125 of them)
- Special Royal Gift

\$3,800

KEEPER OF STORIES:

AUTHOR READING PANEL SPONSOR (1 AVAILABLE)

- Your company banners on the main stage during author panel & readings
- Remarks before the author readings begin, or a pre-recorded video we can post on our socials about you!
- Author scavenger hunt prize sponsored by your company
- One company promo item in the swag bags of authors/vendors (125)
- Author shout-outs online leading up
- Social media spotlight leading up to the event
- Thank you shout-out on stage at the festival
- 2 featured writing workshops branded with your logo as a supporter
- Your company featured as a sponsor for our Short Story Writing awards
- 4 Complimentary passes to the literary festival
- 2 seats at the writing workshop of your choice
- 2 Complimentary passes to the Serenity Ball
- 2 drink tickets for the ball
- An author gift bag
- A thank-you card

\$2500

ENCHANTER OF THE NIGHT:

ENTERTAINMENT SPONSOR (1 AVAILABLE)

- Evening entertainment presented by [Sponsor Name]
- Company Banner on stage with DJ Fayder for the Serenity Ball
- Social media spotlights tied to DJ Fayder leading up to and during the Ball, including a shout-outs on stage
- 2 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- 2 Drink tickets at the ball
- 1 - 1hr VIP online oracle reading
- Your logo on the Delicate Delights table
- One company promo item in our Mystical vendor swag bags (50)
- Special mystical gift and card from the Royals

\$1,800

OTHER OPPORTUNITIES TO SUPPORT

DOOR PRIZE DONATIONS:

- We are accepting single items or full basket creations of your choice for door prizes throughout the Literary Festival and the Serenity Ball
- All donations must be in by **September 4th 2026**
- We are also happy to pick up your prize item when ready within the Fredericton area.
- 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 a small promotional item, flyer or gift, please reach out
- All items must be received by **September 4th 2026**, and we are happy to stop by and pick them up if needed within the Fredericton area
- 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 book lovers alike!

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!



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www.sakurabluestudios.ca



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