



WRITERS OF THE REALM LITERARY FESTIVAL & FANTASY BALL

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 eventually grow into a full weekend destination event, 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 & regional authors, publishers, screenwriters and industry professionals.
- Special Guests
- Readings, panels, and interactive workshops.
- Vendor marketplace + literary activities for readers.
- Spotlight on fiction, fantasy, and imaginative storytelling (but inclusive of all genres).

EVENING ENTERTAINMENT: FANTASY BALL

- 19+ ticketed formal fantasy ball.
- Guests dress in formal wear, as fictional characters, in royal ball outfits, or fantasy-inspired formal attire.
- Dancing, contests, readings, themed treats & drinks.
- Featuring DJ Fayder, a Maritime-based talent, to create an unforgettable night.

GROWTH PLAN

- Year 1: One-day launch event.
- Year 2: Expand to a two-day weekend festival.
- Year 3: Expand to a three-days and a destination event for Atlantic Canada.

COMMUNITY SUPPORT ALREADY IN PLACE

- Local Authors, Writers, Publishers and Vendors
- 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)



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 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 materials and a half-page ad in the program
- Mentioned as supporter in Radio Ads
- Welcoming remarks during the festival
- Social media spotlights throughout festival
- 2 Featured workshops
- 2 free VIP oracle readings
- 4 Complimentary passes to the festival
- 4 Complimentary passes to the Fantasy 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 Q&A
- Private VIP meet & greet with celebrity guest
- quarter-page ad in festival program
- Social media spotlights tied to guest announcement
- 1 featured workshop
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- 2 Drink tickets at ball
- Special Gift

\$3,500

ROYAL PATRON OF THE BALL:

BALL SPONSOR (1 AVAILABLE)

- Serenity Ball presented by Sakura Blue Studios and [Sponsor Name]
- Logo on tickets and ball signage
- Present the evening's costume contest winner
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- 2 Drink tickets at the ball
- 1 free VIP oracle readings
- Quarter-page ad in program
- social media spotlights
- Special Gift

\$2,800

SPONSORSHIP OPPORTUNITIES CONTINUED...



KEEPER OF STORIES:

AUTHOR READING PANEL SPONSOR (2 AVAILABLE)

- Logo promotions on stage during author panels/readings
- Introduction of an author panel/reading
- Author shout-outs online
- Social media spotlights
- 1 Featured workshop
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- Author swag bag
- Thank you card!
- Special gift

\$1,500



ENCHANTER OF THE NIGHT:

ENTERTAINMENT SPONSOR (1 AVAILABLE)

- Evening entertainment presented by [Sponsor Name]
- Logos displayed near DJ booth at ball
- Social media spotlights tied to DJ announcement
- DJ shout-outs during ball & online
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- 2 Drink tickets at ball
- Special Gift

\$1200



DELICATE DELIGHTS:

DESERT, DRINKS & DECOR SPONSOR (1 AVAILABLE)

- Desert table presented by [Sponsor Name]
- Logos/signage on catering table
- Naming rights to a special cocktail drink
- 2 drink tickets at the ball
- shout-out by DJ
- Social media spotlights
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- Special Gift

\$950

SPONSORSHIP OPPORTUNITIES CONTINUED...

MYSTICAL MAIDEN:

ORACLE READER SPONSORS (2 AVAILABLE)

- Logo promotions on the table of one of our featured Oracle Spiritual readers at the Fantasy Ball
- Social media spotlights w/readers
- logos on website & program
- Logo on #supportlocal banner
- 2 free VIP readings
- 4 Complimentary passes to the festival
- 2 Complimentary passes to the Fantasy Ball
- Special thank you card & mystical gift

\$750

THE ROYALS:

ROYAL COURT SPONSORS (10 AVAILABLE)

- Logo in festival program & website
- logo on #supportlocal banner
- 2 Complimentary passes to the festival
- Shout out on social media from our Royal Court at the ball
- A Royal Court gift
- Special thank you card!

\$250

LOCAL BUSINESS:

#SUPPORTLOCALBANNERS (MULTIPLE AVAILABLE)

- Are you a local company? Want to have your logo displayed at our literary festival & fantasy ball?
- For just \$25 we'll put your company logo 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!
- Email us today to be part of this!

\$25

OTHER WAYS TO SHOW YOUR SUPPORT:

RAFFLE DRAW DONATIONS!

- We have a variety of raffle prizes that we will be drawing throughout the festival and during the Fantasy 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 September 1st 2026.
- This is a great way to be involved and get some promotion too!
- All raffle prizes will get a shout out on social media before and during the event!

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 Literacy & the Arts:** With workshops, panels, readings 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.

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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