

2025

PARTNERSHIP CATALOGUE



goodvibepeople

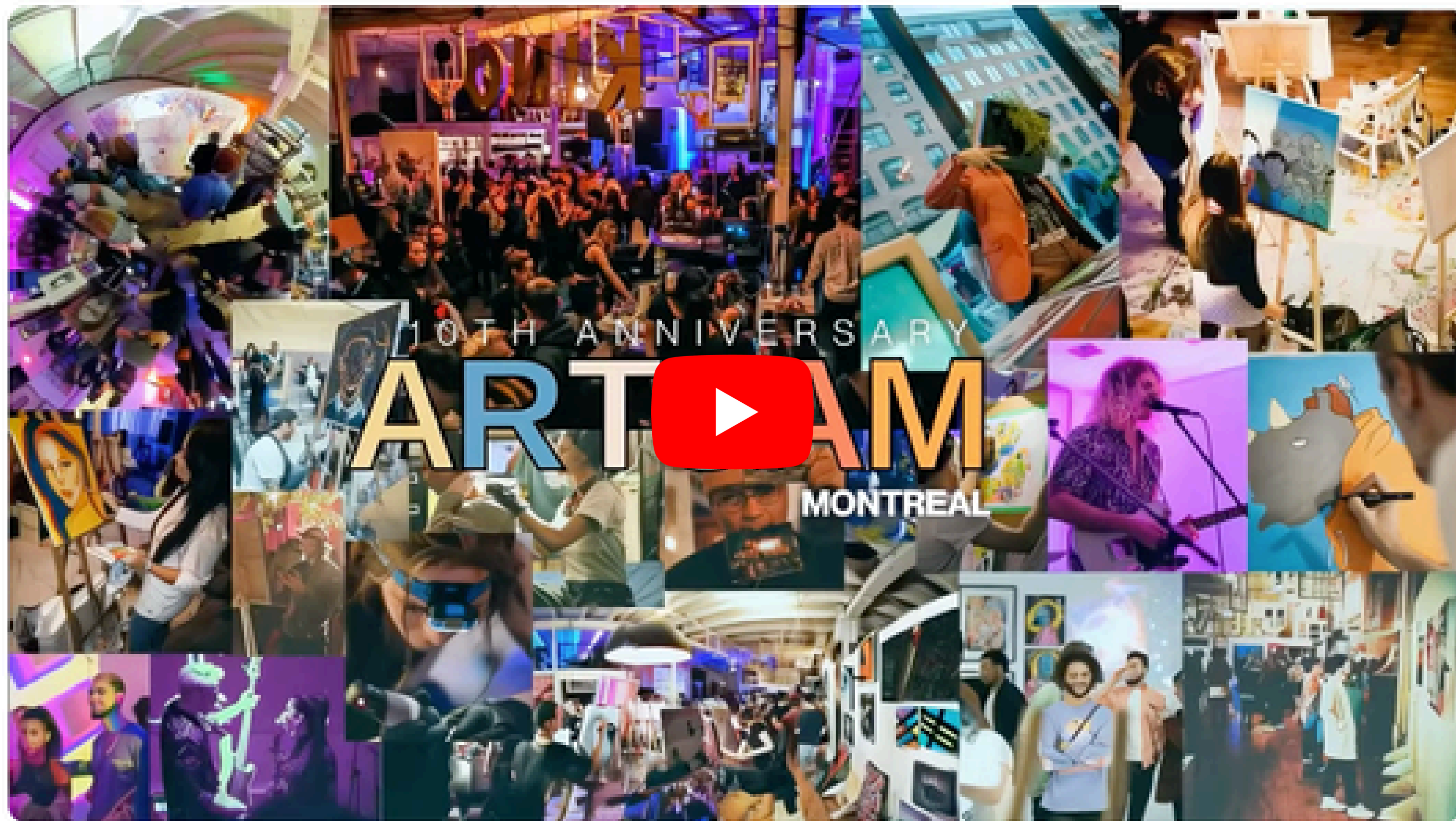
CREATIVE EXPERIENCE PRODUCERS FOR ALTERNATIVE CULTURE

We've produced and promoted
over 150 public events

We partner with brands
and individuals we feel can
make a difference



[CLICK TO WATCH THE 10 YEAR ANNIVERSARY VIDEO](#)



ART JAM 2025 CAMPAIGN

10 year anniversary

WHAT IS ARTJAM?

ArtJam is a multidisciplinary pop-up fest bringing together visual artists, musicians, tattooers, filmmakers, and local brands creating or showcasing their artistry in a social creative playground.

PROGRAMMING



art expo



live painting



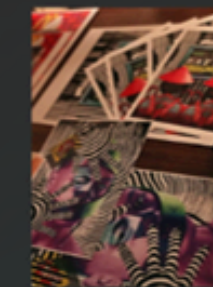
concerts



DJs



tattooing



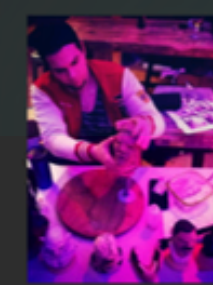
art market



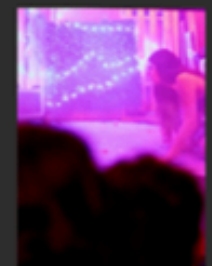
body art



open canvas



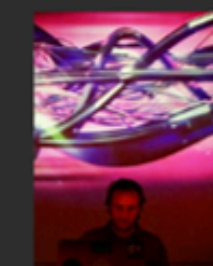
sculpting



short films



photography



projections

10 YEARS IN THE MAKING

ArtJam has been active since 2015 and has done over 40 editions in it's main market, Montreal. Since then, it has expanded to Brooklyn, Toronto, Ottawa as well as other small scale pop-ups in Quebec. It has now become a seasonal affair, with one art-filled event planned each quarter.

LEARN MORE

goodvibepeople.com/artjam-montreal



MISSION / VALUES



ArtJam is a local-first, by creators for creators event series that's all about showcasing creativity, performances and independent makers of all forms. The event has grown in scale and territory, but its ethos remains the same — a micro-festival celebrating human creation in all its forms.

BRIEF HISTORY

THE STORY

ArtJam began in the heart of Montreal's creative scene — inside a loft at Nomad Live, a multidisciplinary production studio situated in the Mile End / Plateau where artists of various mediums came together to share their work, experiment, and connect. What started as an showcase for painters, musicians, and performers evolved into an established and recognized creative hub booking emerging talent across multiple disciplines — art, music, tattoo, film in mini-festival-like pop-ups in various indoor and outdoor spaces in the city for one night extravaganzas.

Over the years, what started as a grassroots art night evolved into a full-scale multidisciplinary platform — a space where established creatives and emerging artists showcase their craft across artistic experiences. Each edition features curated zones that invite exploration: Live painters, live music concerts, tattoo corners, pop-up installations, an art market, and most recently, culinary tastings designed as sensory experiences.

WHY GET INVOLVED WITH ART JAM?

(in case you were wondering)

1. Reach a Highly Engaged Creative Audience

Tap directly into Montreal's most vibrant community of creators and culture seekers. ArtJam brings together people who shape opinions, share experiences, and influence their circles organically — online and off. Connect with attendees who value discovery, design, and originality.

2. Create Content That Lives Beyond the Event

Each edition generates a wealth of photo and video content — live art, crowds, performances, and your brand in action. We deliver this to you as shareable, high-quality material that amplifies your visibility long after the event ends. Real engagement. Real content. Real cultural value.

3. Support Local Culture & Talent

By sponsoring ArtJam, you directly contribute to the growth of independent local creators and small creative businesses. Your involvement empowers the next generation of creators and reinforces your brand's commitment to community and culture.

4. Build Original Brand Affinity

Our audience doesn't just attend — they participate. Sponsors are integrated into the experience through interactive zones, artistic collaborations, and meaningful storytelling moments that align with your brand's identity. Your brand becomes part of the art, not just the advertising. Support what's real. Be part of something that matters.

5. Be Associated With a Decade of Creative Legacy

After 40+ editions and over 8,000 attendees, ArtJam has become a staple of Montreal's underground art scene. This milestone 10-year anniversary is not just a celebration — it's a statement about what creativity can do when people come together.

STATS & FACTS



THE AUDIENCE

- Main age range: 22 – 37 / All ages event
- Gender split (52% female 47% male 1% diverse)
- Locally-based creatives & culture seekers
- Open-minded, artistic, socially conscious
- Festival-goers, music lovers, early adopters, brand-aware

NUMBERS

ArtJam has now showcased over 400 artists and welcomed more than 8,000 attendees since its inception.

Typical events range from local pop-ups of 300 people to outdoor events of 900+

REACH

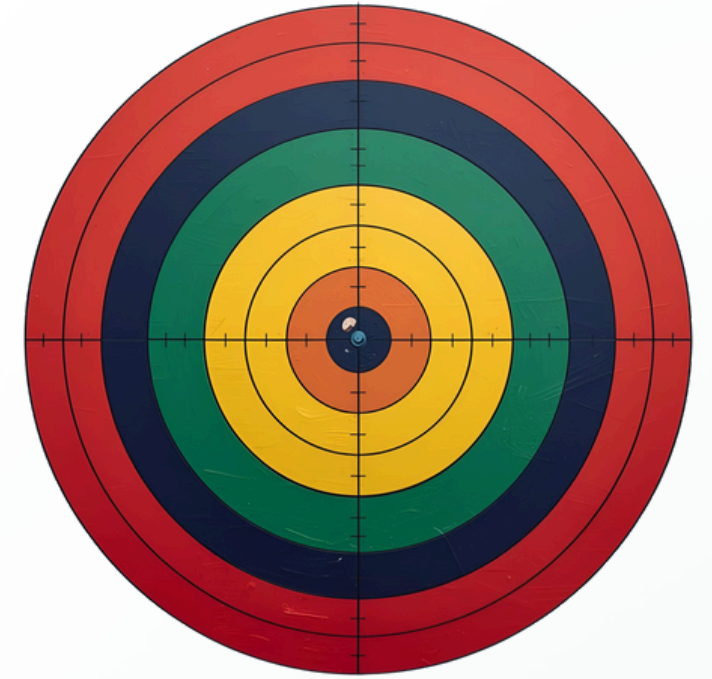
Followers (IG + FB) **9K+**

Newsletter **3.5k+**

Impressions **90k+**

Annual Website visits **22k+**

TARGET AUDIENCES



Professional & Community Archetypes

- The Young Creative Professional: designers, editors, filmmakers seeking inspiration
- The Collector: appreciates art and buys small pieces from emerging artists
- The Aspiring Artist: testing their style, looking for exposure and community
- The Community Builder: always volunteering or supporting art events
- The Culture Connector: works in marketing, design, or PR—always networking.

Lifestyle & Personality Archetypes

- The Free Spirit: dancers, yogis, travelers, festival nomads
- The Cool Mom / Cool Dad: open-minded parents who bring their kids or come for creative adult time
- The Urban Bohemian: loves craft markets, handmade jewelry, and kombucha
- The Scene Supporter: comes for the culture, not the fame—knows everyone
- The Conscious Consumer: shops sustainable, vegan, and local
- The Burner: has attended Burning Man or similar events.
- The Mystic: astrology, tarot, manifestation culture

Creative & Artistic Archetypes

- The Hipster: thrifted clothes, coffee, analog cameras, indie music lovers
- Edgy Alternative Artist: tattooed, experimental, body modification enthusiast
- The Neo-Hippie: plant-based, spiritual, into sound baths, crystals, and conscious living
- The Music Head: crate diggers, vinyl lovers, live concert and jam enjoyers
- Street fashion crowd: urban art and hip-hop influences

Relationship & Social Archetypes

- The Creative Couple: loves doing cultural experiences together
- The Friend Group on a Vibe: come to discover new music and art, and enjoy the party
- The Solo Seeker: comes alone to connect, sketch, or be in flow
- The Open-Minded Adventurer: embraces experiences that blur boundaries between art, body, and self-expression; curious, confident, and non-judgmental.



OPPORTUNITIES & BRAND INTEGRATION



VENDOR OPTIONS

DIY SETUP

starting at 95\$



Ideal for independent artists and small brands.

You pay only for space, you take care of the rest and handle your own setup installation.

TENT

starting at 500\$



Ready-to-go setup with visibility and comfort.

We provide you with a 10x10 tent, chair and table area

BOOTH

starting at 3500\$



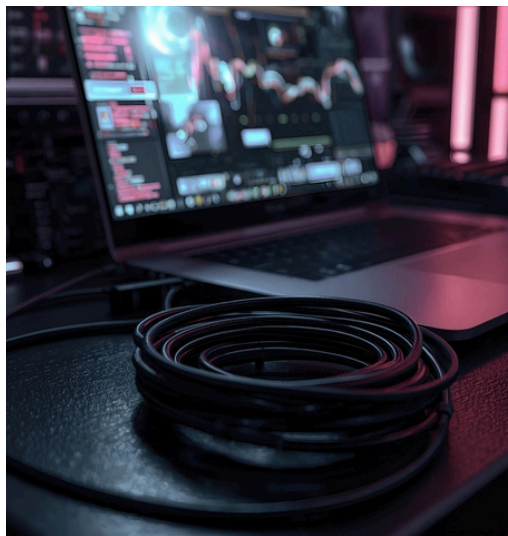
Turnkey build with premium placement and creative design ideal for established brands.

We provide you with a customized high impact booth or structure

À LA CARTE RENTALS

add ons & extras available for rent

TECH GEAR



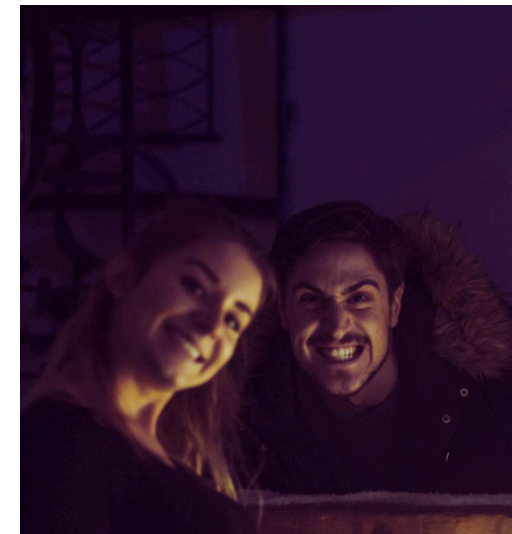
TABLES & FURNITURE



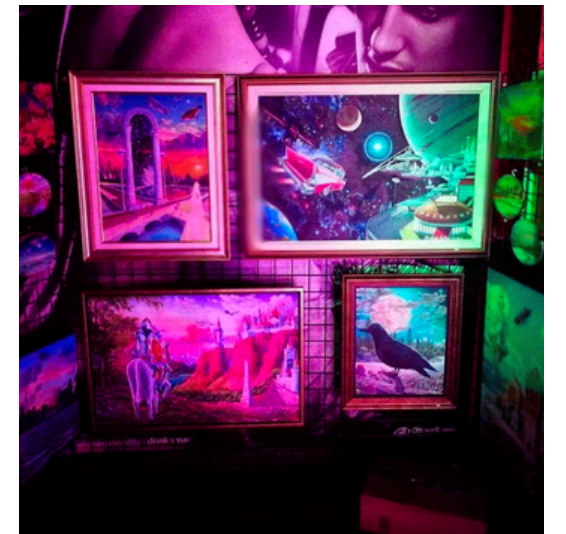
WALL SPACE



STAFF NEEDS



DISPLAY & MOUNTING




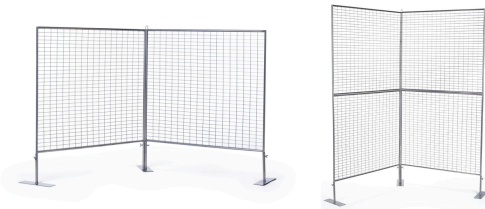





*Elevate your presence with add-on services designed to make your space or activation shine.
Whether you need furniture, lighting, tech gear, staffing, or custom space, our team can provide everything you need.*

We handle the details so you can focus on connecting, creating, and leaving your mark at ArtJam.

**Please note some items require 1 month+ lead time*

Special requests? contact us

RENTAL PRICE LIST			
Product	Item Photo	Description	Unit Rental Price
Space only (DIY)		per section of 4'x8' reserved space	\$85.00
Table + chair		72''x30''	\$145.00
Wall pannel 4x8		4'x8'	\$195.00
Steel display pannels		(2x) 3'x3' or (1x) 64''x25''art display grids	\$145.00 - \$245.00
Pop-up tent		10x10 canopy tent	\$400.00
Wooden structure		Custom wooden booth structure	Starting at \$3500
Steel Pop up		Custom steel pop-up structure	Starting at \$6500

OTHER WAYS TO PARTNER



DONATE IN PRODUCT

Support the community with your products or services, your contribution fuels the experience through useable value. In return, your brand becomes part of the event's landscape.

CO-PRESENT A ZONE

Align your brand with one of ArtJam's core zones — Art, Music, Tattoo, Culinary, or Film. As a co-presenter, you'll share the spotlight and engage audiences through curated programming and integrated branding.

SPONSOR AN ARTIST OR PERFORMANCE

Commission a creator of your choice to produce a piece of art or perform. A chance to bring your brand values to life through custom artistic expression that lives beyond the event.

PROVIDE AN EXPERIENCE

Create an activation or pop-up that connects directly with attendees — from immersive photo moments to experiential activations. Your brand becomes an moment people remember, not just a logo on a flyer.

OUR GOALS FOR ALL OUR PARTNERSHIPS



GOAL NO.1

Make sure you have authentic interactions, boots on the ground impact and sell to a diverse audience.

GOAL NO.2

That you benefit from a platform that enables you to create great original content before, during and after the event.

GOAL NO.3

That you have a really good time. That can also mean guest invitations and special favours to make sure you and your people enjoy the experience.

OUR DELIVERABLES

(besides an amazing event)

SPACE ONSITE

(vendors and partners)



We provide you with a dedicated space to activate, showcase, or sell products and services directly to attendees.

Establish a physical presence with premium visibility in front of a vibrant, art-loving audience.

Each space includes

Free guestlist (numbers of guests vary)

Chance to sell tickets online for commission

Free drink(s) during the event

CONTENT CREATION

(partners only)



Our team captures high-quality visuals and storytelling moments featuring your brand in action. From video reels to lifestyle photography, you'll receive authentic, shareable content that extends the value of your partnership long after the event.

Official partners receive

Photo album showcasing their activation

Short video reel edit

Free drink(s) during the event

SOCIAL MEDIA CAMPAIGN

(variable)



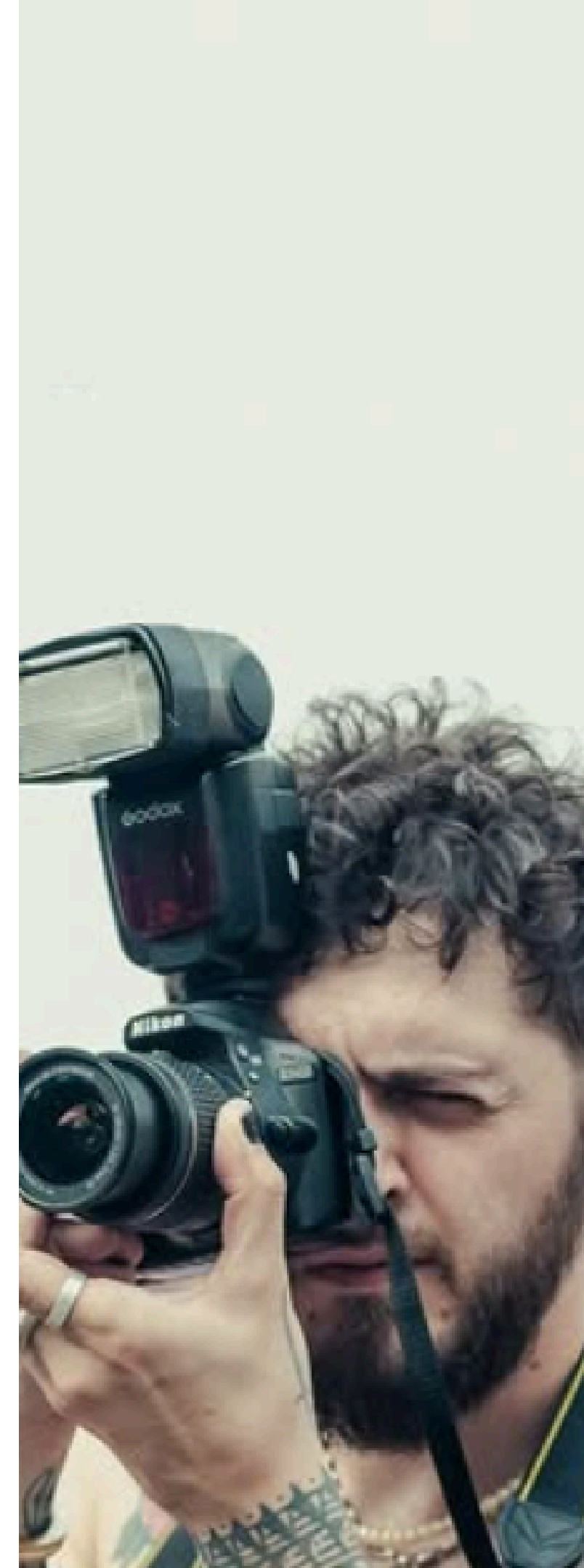
Be part of a multi-platform campaign reaching thousands of engaged followers. Through pre-event teasers, live coverage, and post-event highlights, you get consistent exposure woven naturally into ArtJam's event campaign.

After the Event

Receive a full event impact recap

Get tagged in social content and reels.

Opportunity for continued collaboration on upcoming editions.



WE`VE WORKED WITH



...and 60+ independent vendors!

NOTABLE ARTISTS WHO`VE PERFORMED AT ARTJAM

FOUKI [REDACTED] **AFRIQUE EN CIRQUE** [REDACTED]
[REDACTED] **VALAIRE (KILO JULES)** [REDACTED]
EDWIN RAPHAEL [REDACTED] **SINCA** [REDACTED]
[REDACTED] **ALEX ALIUME** [REDACTED] **MONO SOURCIL**
KUF KNOTZ [REDACTED] **GERM DEE** [REDACTED] **MANDALOVE BY FLORENCE**
[REDACTED] **OGB** [REDACTED] **SUNRISE AND GOOD PEOPLE** [REDACTED]
FRASE [REDACTED] **MONK.E** [REDACTED] **BRYCE ASPINALL** [REDACTED] **COSMICOSIMA**

...and hundreds more

THANK YOU

Your partnership helps bring artists, brands, and communities together,
shaping experiences that inspire and connect.

We can't wait to create with you.

Contact

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514-608-1761