



# RIVER & SKY

MUSIC AND CAMPING FESTIVAL

JULY 22-26 2026

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## WHO WE ARE

River & Sky Music/Camping Festival is an annual 5-day music festival in Northeastern Ontario featuring emerging and celebrated Canadian and international bands presented in an iconic northern landscape of pine trees, water, and starry skies.

We present music and art in nature, sustainably and grounded in the values of inclusivity, diversity, and community. Our festival is located at Fishers' Paradise in Field, West Nipissing -- half way between Sudbury and North Bay.

**Connect with music, nature and each other over five glorious days in paradise.**

## OUR AUDIENCE

Our audience is diverse and primarily made up of young families and groups of friends in their 20s to 50s. Dogs are welcome. R&S is one big campout and serves as a safe introduction to camping for many.

Our strongest bases are located in Sudbury, North Bay, Toronto and Ottawa.

We received +50 completed post-event surveys in 2025

- 60% cite that R&S is the best and most anticipated week of their year.
- 98% cite that they plan to return in 2026.
- 50% of survey respondents identify as LGBTQ2SIA+.

Our festival welcomes Francophone, BIPOC and Queer artists each year, inline with our own regional population demographics, and the makeup of Canada.

## R&S BY THE NUMBERS:



5.8K FOLLOWERS



3000+ TOTAL ATTENDEES



5.5K+ NEWSLETTER SUBSCRIBERS



200 VOLUNTEERS



5.4K FOLLOWERS

***“Somebody told me when I arrived that it's magical in the night ... Their informant is totally right, but they missed some crucial information: it's just as magical during the day.”***

- **Matt Bobkin, Exclaim! Magazine**  
“River & Sky, the hidden gem of Ontario Music Festivals”

# LET'S TEAM UP

Contact: [sponsorship@riverandsky.ca](mailto:sponsorship@riverandsky.ca)