

2025 TOWN WIDE GARAGE SALE

Town Wide Garage Sale –

A Community Marketplace with Big Impact

The annual Town Wide Garage Sale offers a unique marketplace, drawing residents and visitors alike to explore street vendors, residential garage sales, and food trucks. More than a garage sale, it fosters community connections, promotes local businesses, and encourages sustainability through reuse and resale. With its strong foot traffic and diverse audiences, it presents a great opportunity for a sponsor to gain visibility, engage directly with the community, and align with an event that drives both commerce and connection.

Join us in making this event bigger and better—while showcasing your brand in a unique setting!



SPONSORSHIP OPPORTUNITIES

DATE :

Saturday, May 24, 2025

CONTACT :

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www.morinville.ca/sponsorship

TOWN WIDE GARAGE SALE



Event Date Saturday, May 24, 2024

Event Time 8 a.m. to 3 p.m.

Target Audience(s) Residents and visitors from our catchment communities (Cardiff, Alexander First Nation, Legal and rural Sturgeon County) and the Greater Edmonton Region

Hosting Organization Morinville Community Services

Venue Morinville Leisure Centre and residential homes located in Morinville

ABOUT THE EVENT

Not only does this annual event provide a mix of street vendors, residential garage sales and food trucks, it supports the growth of community in the following ways:

Community Building

Participation brings residents together, helping you build relationships with the community, and connecting with visitors to our community.

Environmental Impact

Participation is a great way to reduce, reuse and recycle. Every item that gets reused or repurposed results in less waste in our landfills and a smaller carbon footprint for our community.

Making Extra Cash

This event gives residents a chance to earn some extra cash, that may in turn be invested in local services and businesses.

Decluttering Homes

This event allows residents to reduce clutter and make space in their homes for the things that matter most to them.



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OUR COMMUNITY, YOUR AUDIENCE



20K +
residents in our
Trade Area
(with 10K + in Morinville)



3K +
anticipated festival
attendees and
volunteers



6.2K
Facebook Followers
(potential reach of 90K or more)



1K +
LinkedIn Followers
(engagement rate of more than 6%)



2.5 K + weekly and 9.2k + monthly website users

Morinville is a young, growing community in the Edmonton Metropolitan Region of Alberta, Canada—and just 21 kilometres north of St. Albert and 39 kilometres north of Edmonton on Highway 2.

From 2013 to 2023, Morinville’s population grew from 9,375 to 10,775, with a projected growth of 1.2 % annually. (estimated .79% in the overall trade area). Our large trade area which reaches Cardiff, Alexander First Nation and rural Sturgeon County has an annual aggregate spending of \$357.9 million annually.

Our large population of younger adults are homeowners with annual household incomes of \$130,992 and children (most aged 0-14). These young families enjoy maintaining their homes and gardens and spending time with their children and dogs. They have busy social lives and an appreciation for entertainment, but also stay active by snowboarding, camping, hiking, fishing, hunting and playing video games.

THE OPPORTUNITY

Be part of something special! ✨

Morinville’s community events and festivals draw thousands of enthusiastic participants from Morinville, Sturgeon County, St. Albert and the greater Edmonton Metropolitan Region. With our competitively priced sponsorship packages, you can connect with this dynamic audience, build lasting relationships and support the traditions that make our community thrive. These events provide much more than traditional marketing—offering you the chance to showcase your brand with product sampling, on-site activations and authentic engagement with your target audience.

Have a specific goal in mind? Let’s team up to create a customized partnership that achieves your objectives and leaves a lasting impact. Don’t wait—partner with us today and make your mark in Morinville!



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SPONSORSHIP MENU



| | Presenting Sponsor/Partner |
|---|----------------------------|
| Presenting rights <i>(Exclusive recognition as the presenting sponsor or partner in the event byline).</i> | + |
| Logo on the Town Wide Garage Sale Map & Event Poster | + |
| Logo and/or company name on digital marketing assets* | + |
| Opportunity for site activation/booth at event | + |
| Company name and hyperlink on the event calendar | + |
| Logo on the print marketing assets** | + |
| Sponsorship fulfillment summary | + |
| | \$500 |

**Where space and production timelines permit.*

***Includes, but is not limited to posters, newspaper ads, and property-specific signage. Excludes wayfinding or directional signage.*

Reserve early for the best return on investment.

After March 17, 2025, logo inclusion CANNOT be guaranteed.

POTENTIAL ACTIVATIONS

Be front and centre at the Morinville Leisure Centre during the sale to engage and interact with residents and visitors.

Your marketing activations could include:

- Advertise a prize draw to entice people to share contact information to build your email contact list.
- Provide branded giveaways or set up fun games to entice people to visit your booth, making your brand memorable.
- Your exclusive representation on the garage sale map and marketing materials.



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