

2025

SUMMER TRAVELLING ADVENTURE

 **Join in the fun of the
Summer Travelling Adventure.**

This summer, bring joy, adventure, and active play to local children and youth by sponsoring Morinville's Summer Traveling Adventure program!

This free, drop-in program runs weekly from July 7 to August 21, 2025, bringing children ages 6-12 to Morinville parks for exciting crafts, outdoor games, and physical skill-building activities.



SPONSORSHIP OPPORTUNITIES

DATE :

July 7 to August 21, 2025

CONTACT :

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sponsorship@morinville.ca



www.morinville.ca/sponsorship

2025 SUMMER TRAVELLING ADVENTURE



Event Date

July 7 to August 21, 2025 (Monday to Thursday)

Target Group(s)

Families with children ages 6 through 12 from Morinville and catchment communities.

Projected Attendance

10 -30 children per session

Hosting Organization

Morinville Community Services

Community Partners

Morinville Fire Department

Venue

Morinville Community Parks

WHY SPONSOR THE SUMMER TRAVELLING ADVENTURE

Brand Visibility & Community Engagement

Consumers are more likely to support businesses that give back. Supporting the Summer Travelling Adventure offers you a way to directly engage with local families.

Strengthen Community Ties

Investing in youth develops the next generation of leaders, employees and customers and demonstrates corporate social responsibility.

Support Youth & Active Lifestyles

Showcase your commitment to community wellness and outdoor recreation by helping local kids stay active, engaged and learning all summer long.

Make a Lasting Impact

Give back to the community supporting children with free access to enriching summer experiences. Or use the opportunity to fulfil requirements for community investment.



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ABOUT YOUR AUDIENCE



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

Join the fun and be part of something thrilling! ✨

This fabulous, free weekly adventure invites kids to dive into thrilling outdoor escapades and whip up some awesome crafts. With brand-new themes rolling out each week, this program promises to keep children and youth buzzing with excitement, staying active and mastering those super-important movement skills!



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SPONSORSHIP MENU



Weekly Presenting Sponsor or Partner

	Title Sponsor	Jul 7 -10	Jul 14-17	Jul 21 - 24	Jul 28 to 31	Aug 5 - 7	Aug 11 - 14	Aug 18 - 21
Title Rights The "XYZ" Summer Travelling Adventure	+							
Logo on the print marketing**	+							
Logo and/or name on digital marketing assets*	ALL							
Company name & hyperlink on the event calendar listing	ALL	week of	week of	week of	week of	week of	week of	week of
Site Activation & verbal recognition at each day of the program	ALL	week of	week of	week of	week of	week of	week of	week of
Opportunity to distribute branded gifts samples or coupons to participants	ALL	week of	week of	week of	week of	week of	week of	week of
Name mention and/or social media tag	ALL	week of	week of	week of	week of	week of	week of	week of
Sponsorship fulfillment summary	FULL REPORT	week of recap	week of recap	week of recap	week of recap	week of recap	week of recap	week of recap
	\$2500	\$175	\$175	\$175	\$175	\$175	\$175	\$175

*Where space and production timelines permit.

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

INCLUDES wayfinding or directional signage.

Reserve early for the best return on investment.

After **MAY 12, 2025**, logo inclusion **CANNOT** be guaranteed for Title Sponsorship.

ADDITIONAL INFORMATION

Sponsorship Duration:

The Summer Travelling Adventure runs from July to August, providing ample opportunity for brand visibility throughout the period.

Enhancement Opportunities:

Support enhanced experiences, such as entertainment or special activities.

Value in Kind Partnership:

Can be negotiated for contributing programming services or essential supplies for programmed activities.

Payment Terms:

Payment will be due upon agreement of sponsorship.



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YOUR REACH



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**



What are people saying?

“My kids absolutely loved going to these! Thank you for putting on such an awesome program!”

“This program is so awesome for the kids in Morinville.”

“The leaders of this program are so amazing. They keep doing a wonderful job!”

YOUR INVESTMENT

Our sponsorship packages are priced affordably and have been developed to provide you with great value and a strong return on investment. By partnering with the Town of Morinville, you can :

- ✓ **Reach local families directly. Our emphasis on digital marketing (Meta and Google Ads) effectively reaches your target audience.**
- ✓ **Build goodwill in your local community.**
- ✓ **Use coupons, product sampling, or experiential marketing to create memorable experiences at the program.**
- ✓ **Have assurance that your investment made an impact through fulfillment reporting.**



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