

2025 SENIORS' WEEK DINNER & SHOW

Connect with an engaged audience of older adults.

Our annual Seniors Week celebration includes a Dinner & Show for older adults (age 55+). This special night out on the town also offers an opportunity to engage deeply with a vibrant older adult audience through:

Direct Community Engagement

Connect with active, engaged older adults and their families.

Brand Visibility

Gain recognition through event signage, announcements, and promotional materials.

Corporate Social Responsibility

Demonstrate your commitment to supporting seniors' well-being and social connection.

Exclusive Business Exposure

Position your business as a trusted resource for senior-friendly products and services.



SPONSORSHIP OPPORTUNITIES

DATE :

June 3-7, 2025

CONTACT :

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www.morinville.ca/sponsorship

MORINVILLE SENIORS' WEEK DINNER & SHOW



Event Date

Seniors Week Dinner & Show

Hats & Gloves - Hard Work & Dreams

Thursday, June 5, 2025

5:30 to 7:45 p.m. (doors open 5 p.m.)

Target Group(s)

Morinville and area older adults, aged 55 +

Estimated Attendance

150 to 200 participants

Hosting Organization

Morinville Family & Community Support Services

Venue

Morinville Community Cultural Centre

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 makes a lasting impact. Don't wait—partner with us today and make your mark in Morinville!



SPONSORSHIP MENU



	Presenting Sponsor/Partner	Supporting Partner/Sponsor
Presenting rights <i>(Exclusive recognition as the presenting sponsor or partner in the event byline).</i>	+	
Speaking opportunity at the event	+	
Logo and/or company name on digital marketing assets* <i>*Where space and production timelines permit.</i>	+	
Logo on the print marketing assets** <i>**Includes, but is not limited to posters, newspaper ads and property-specific signage. Excludes wayfinding or directional signage used on the event day.</i>	+	+
Verbal recognition at the event (minimum 2 times)	+	+
Company name and hyperlink on the event calendar	+	+
Opportunity for site activation/booth at event	+	+
Sponsorship fulfillment summary	full report	recap
	\$1000	\$200

Reserve early for the best return on investment.

After **APRIL 4, 2025**, logo inclusion **CANNOT** be guaranteed.

Benefits of Site Activation

- Showcase your brand, corporate values, or launch products through product sampling, demonstrations, coupons, or promotional giveaways.
- Build a relationship with an older audience(s) by giving them what they want or are interested in.
 - Health & Wellness Services
 - Fitness & Lifestyle Services
 - Financial & Legal Services
 - Hospitality & Dining
 - Housing & Home Services
 - Entertainment & Travel Services



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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 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.

Older adults (age 55+) represent close to 25% of our population. These empty nesters (or soon-to-be) enjoy travel, fitness and recreation, golf and enjoy many diverse interests with their comfortable standard of living.

YOUR INVESTMENT

Our sponsorship packages are priced competitively 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 achieve:



Increased brand exposure to targeted older adult audiences in our community and catchment area. Our emphasis on community engagement and digital marketing (Meta and Google Ads) effectively reaches your target audience, and strong media partnerships greatly extend your brand's reach.



Your opportunity for a site activation enables you to connect with your customers on a deeper level than you would be able to in a traditional setting.



In-depth sponsorship fulfillment report.



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