

2025**PRIDE****PICNIC IN THE PARK****Lead a movement
supporting diversity,
equity and inclusion.**

Embrace diversity with an open heart as we bring the community together to celebrate love, equality and unity. You'll create lasting memories, foster understanding and make Morinville shine with the spirit of Pride.

Let's celebrate love, diversity, and the strength that comes from embracing our authentic selves together!



Photo: Tim Osborne Photography

SPONSORSHIP OPPORTUNITIES

DATE :

Sunday, June 8, 2025

CONTACT :

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PRIDE

PICNIC IN THE PARK



Photo: Tim Osborne Photography

Event Date Sunday, June 8, 2025

Target Group(s) Residents, particularly families, from Morinville, surrounding communities, and from the Edmonton Metropolitan Region.

Projected Attendance 100+ individuals, including families with young children

Hosting Organization Morinville Family & Community Support Services

Community Partners Morinville Community Library, Sturgeon County and more.

Venue Ray McDonald Sports Grounds

ABOUT THE EVENT

Join us for our lively, annual celebration of love, diversity, and the strength that comes from embracing our authentic selves. The Pride Picnic in the Park will be filled with joy, love, acceptance and great fun!

The spirited celebration offers dazzling drag performances, live music, and more. With community organizations offering information about services, programs, and supports, it will be an opportunity to show your support for diversity, equity and inclusion.



Photo: Tim Osborne Photography

What are people saying?

“This event is awesome and great fun for our community!”

“What a great celebration of pride. It was so great to see all the love, kindness, positivity and acceptance on display.”

“Thank you SO MUCH for hosting these events and showing everyone in this community that they are welcomed....”



Photo: Tim Osborne Photography

OUR COMMUNITY, 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.



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

THE OPPORTUNITY

Morinville’s community events and festivals attract thousands of participants from Morinville, surrounding municipalities, Sturgeon County, St. Albert, and the Edmonton Metropolitan Region annually.

Our sponsorship packages are priced competitively to attract partners who want to engage with our residents, build relationships and support rich, varied traditions. Together, our audience and your participation benefit your bottom line and enrich the lives of residents.



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SPONSORSHIP MENU

	Proud Sponsor
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>	+
Company name and hyperlink on the event calendar	+
Sponsorship fulfillment summary	+
	\$200 <i>three available!</i>

Reserve early for the best return on investment.

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

YOUR INVESTMENT

Our sponsorship packages are priced affordably and provide you with exceptional value and a strong return on investment. The benefits of partnering with the Town of Morinville include:





- 
Our event marketing strategy is targeted to our community and catchment area and includes a strong digital and news media focus, increasing your brand awareness.
- 
Your opportunity to be on site enables you to connect with your audience on a deeper level than you would be able to using traditional marketing.
- 
Your participation supports a strong, healthy community and builds corporate goodwill.
- 
Our sponsorship fulfillment summary provides assurance that you have made a great investment!



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