

2026 FESTIVAL DAYS

JUNE 19 - 20, 2026



We are pleased to offer sponsorship opportunities for our annual summer festival, a treasured community tradition that attracts 3,000 or more attendees and volunteers.

This much-loved festival features a wide range of activities for all ages, including live entertainment, games and food vendors, ensuring fun for the whole family.

It offers a unique way to increase visibility, connect with our diverse audience, and enhance your brand's presence in Morinville.

SPONSORSHIP OPPORTUNITIES

Secure one today—packages are limited!





2026

FESTIVAL DAYS

MORINVILLE'S SUMMER CELEBRATION!

ABOUT THE EVENT

Morinville Festival Days

Get ready to celebrate **Morinville's Festival Days**—a cherished community event that has brought people together for decades. What began as Frontier Daze and later evolved into the St. Jean Baptiste Festival is now proudly recognized as Morinville's Festival Days: a mid-June celebration of community, family, and tradition powered by local organizations, businesses, and passionate volunteers.

This year's Festival Days highlights include the **Mayor and Council's Pancake Breakfast**, the adrenaline-pumping **Firefighter Combat Challenge**, and an ever-popular **Show 'n Shine** that draws residents and visitors from near and far.

When you add in lively 18+ entertainment (\$) and a full slate of **free, family-friendly activities**, there's truly something for everyone.

With strong partnerships driving the weekend event, we anticipate up to 3,000 attendees and volunteers—making Festival Days a can't-miss opportunity to connect with Morinville's community and our regional audience.



What are people saying?

— “ —

“I love the pancake breakfast because it reminds me how community gatherings used to feel. There's always lots of comfortable seating too.”

— “ —

“It was an easy day out. Because it was free, we could just enjoy ourselves without feeling like we were wrestling chaos or our budget for the kids to have fun.”

— “ —

“It felt so good to get out for an affordable, local adults-only evening. We honestly haven't had that much fun in a long time.”

ABOUT YOUR AUDIENCE



Affluent, active and community-minded

Morinville's trade area includes more than 20,000 residents with an average household income of \$131,000 and a median age of 39. Many of these urban and rural households are affluent homeowners who channel their disposable income into outdoor recreation, entertainment, technology, mutual funds and insurance (27%).

Morinville itself is home to more than 10,000 residents, comprising a large number of dual-income households (25%) that have recently purchased a new home, allocating their disposable income toward home improvements, gardening, sports, technology, travel, mutual funds, and their children's education.

Active on Facebook, Instagram, and Snapchat, all our young households are value-driven, well-travelled and keen to reward brands that support local life.

Partnering with us will put your brand in front of a well-paid, experience-driven audience with the means and motivation to act on your message.

THE OPPORTUNITY

Be part of something memorable!

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 offer much more than traditional marketing, giving you the chance to showcase your brand through product sampling, site activations, and authentic engagement with your target audience.

If families are your target audience, let's work together to build a Festival Days site activation they'll remember.



2026 FESTIVAL DAYS MORINVILLE'S SUMMER CELEBRATION!



Kickoff Dance Party (free) June 19 | 6:30 to 9:30 p.m.

Family, friends, and neighbours will enjoy dancing and live music by **Calico Road**, a local cover band, at this **all-ages** event. (concession \$)



Festival Fun Zone (free)

presented by Team Moore, Century 21 Masters
June 19 | 9 a.m. to 2 p.m.

Especially **fun for families**, the Festival Fun Zone offers **free** entertainment, games, inflatables, train rides, and even great places to eat. (\$)



Park & Ride (free) June 20 | 9 a.m. to 3:30 p.m. NEW

Festival-goers will have a free, convenient and comfortable way to travel between all Festival Days event sites.



Festival Days Cabaret (\$)

June 20 | Doors 6 p.m. | Show 8 p.m.

A **high-energy** night for adults to let loose with great company, enjoy live music by **The Barkells**, a local cover band, and craft a gourmet burger (*optional*).



Engage Your Way at Festival Days

Most Festival Days sponsorship packages include a **site activation**—it's an opportunity to showcase your brand, demonstrate your corporate values, or launch products through sampling, coupons, demonstrations, or giveaways. These help you connect meaningfully with event attendees by offering something they value. Parents, for example, appreciate activities that keep kids busy, such as games, misting tents, prize draws, or simple giveaways, giving you a strategic way to deeply engage household decision-makers.



Select Morinville Festival Days sponsorship packages include on-site activation space. We do not offer vendor booths.

If you need activation space, we may be able to build a custom sponsorship package. Please reach out to discuss what you have in mind.



SPONSORSHIP PACKAGES

SOLD

	Festival Days	Kickoff Dance Party	Festival Days Cabaret	Festival Fun Zone	Park & Ride
Presenting Sponsor (e.g., "Morinville Festival Days presented by XYZ")	name and/or logo incorporated into Festival Days brand	name and/or logo included in Kickoff Dance Party event byline	name and/or logo included in Festival Days Cabaret event byline	name and/or logo included in Festival Fun Zone event byline	
Speaking Opportunity	<i>during Pancake Breakfast (opening remarks)</i>	<i>during Kickoff Dance Party (mid-event or intermission)</i>	<i>during Festival Days Cabaret (mid-event or intermission)</i>	n/a	
Logo and/or name on social media/marketing marketing assets*	ALL	Kickoff Dance Party assets only	Festival Days Cabaret assets only	Festival Fun Zone assets only	
digital & printed event tickets	name and/or logo incorporated into Festival Days brand	name in byline & logo on ticket	name in byline & logo on ticket	n/a	n/a
Verbal recognition	ALL EVENTS (top & tail during pancake breakfast)	Kickoff Dance Party	during Festival Days Cabaret	during Pancake Breakfast	during Pancake Breakfast
Logo on print marketing & property specific event signage**	event signage (all events)	property specific event signage	property specific event signage	property specific event signage	on signage at each pick up site
Logo on photobooth photos	name in Festival Days byline/graphic on all photobooth photos	on Kickoff Dance Party photos only	on Festival Days Cabaret photos only	on Festival Fun Zone photos only	n/a
Tickets to 18+ event	4 tickets	n/a	4 tickets	2 tickets	n/a
Space for sponsor supplied signage	ALL	at Kickoff Dance Party	at Festival Days Cabaret	at Festival Fun Zone	on or inside the bus
Opportunity for site activation	choice of one	during Kickoff Dance Party	during Festival Days Cabaret	during Festival Fun Zone	n/a
Company name and/or hyperlink on the event landing page & schedules	+	+	+	+	+
Company name/logo on stage carousel during the pancake breakfast	+	+	+	+	+
minimum 2 social media tags or mentions	+	+	+	+	+
Sponsor Fulfillment	Report	Report	Report	Report	Summary
Package Price** plus applicable G.S.T.	\$2,000	\$600	\$800	SOLD	\$250

*Sponsor logos will only be included on marketing assets where space and production times permit, and will be exempt from inclusion on directional signage. Assets exempt from logo inclusion may include, but are not limited to, thumbnails or big-box ads, advertising with long lead times, or permanent structures or signage (e.g., street signage).

** Discounts may be negotiated for multi-year or multi-asset commitments.



Ready to Shine? Act early to secure your package before April 13, 2026!





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



3K +
Anticipated festival
attendees and
volunteers



10.9 K+
Facebook Followers
(potential reach of 90K or
more)



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



**2.5K + weekly and 9.2K +
monthly website users**

YOUR REACH



YOUR INVESTMENT

Partner with Purpose in Morinville

Affordable sponsorship packages, measurable impact.

Align your brand with Morinville's events to **reach engaged audiences** and **maximize** your return on investment.



Diverse Audience Reach

Connect with families, youth and culture-loving adults across our region. Our targeted Meta and Google Ads campaigns ensure your message reaches the people who matter most to you.



Proven ROI & Transparent Reporting

Receive a **post-event fulfillment summary** with data about audience reach, impressions and engagement. **Reports provide in-depth metrics** and qualitative feedback, so you see the value of your investment.



Experiential Marketing

Create memorable site activations that let your audience interact with your brand—turning impressions into lasting relationships.



High-Visibility Brand Exposure

Showcase your brand and messaging to thousands of attendees and an even larger online audience through effective event advertising, social media and media partner coverage.



Ready to Shine? Secure your package by April 13, 2026!



T. 780-939-7657
C. 780-238-5174



sponsorship@morinville.ca



www.morinville.ca/sponsorship