

**2025****FESTIVAL DAYS**

We are excited to offer tremendous sponsorship opportunities for our annual family festival, a vibrant community event that attracts 3,000 or more attendees each year.

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.

Gain unique visibility and connect with a diverse audience, while enhancing your brand's presence in Morinville.

**SPONSORSHIP OPPORTUNITIES****DATE :**

June 13-15, 2025

**CONTACT :**

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# FESTIVAL DAYS



<b>Event Date</b>	June 13-15, 2025
<b>Target Group(s)</b>	Residents, particularly families, from Morinville, surrounding communities, and from the Edmonton Metropolitan Region
<b>Projected Attendance</b>	3000+
<b>Hosting Organization</b>	Town of Morinville
<b>Community Partners</b>	Friends of the Morinville Community Library, Morinville Fire Department, Morinville Art Club and more
<b>Venue</b>	Various locations in Morinville

## ABOUT 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 has grown into today’s Festival Days-- a celebration of community, family, and culture. This fun mid-June event is powered by the dedication of local groups, businesses, and volunteers, creating unforgettable experiences for all.

Festival highlights include Council’s Pancake Breakfast, the adrenaline-pumping Firefighter Combat Challenge, and lively 18+ entertainment (\$). Plus, there’s a wide range of free, family-friendly activities that everyone will love! With strong partnerships driving the festival, we anticipate 3,000 or more attendees. Don’t miss your chance to join the fun. Be part of the magic of Morinville and connect with our audience!



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# FESTIVAL DAYS 2025 EVENT LINE UP



## KICK OFF DANCE PARTY

JUNE 13, 2025

This high-energy dance party will offer live music, a concession, glowsticks and glitter tattoos. Grab your friends and neighbours; hit the dance floor; and enjoy the music of Calico Road. This local band brings infectious energy and offers a captivating blend of upbeat tunes including Top 40, country hits and pop bangers.



## FESTIVAL FUN ZONE

June 14, 2025

Fun for all ages, the Festival Fun Zone will feature: Laser Tag, 9-hole mini golf, train rides, inflatables, a candy carnival, food trucks, live entertainment and great shopping from the Morinville Farmers' Market. With so many things to do, this promises to be fun for all ages.



## BC/DC - an AC/DC Tribute Band

18+ Ticketed Event

JUNE 14, 2025

Canada's favourite rock n' roll salute to AC/DC, is coming to Morinville! BC/DC delivers a high-energy tribute, blending Bon Scott-era classics with hits like "Back in Black" and "Hells Bells." Their electrifying show features a dynamic frontman and wildly energetic lead guitarist, making each performance legendary.



## FESTIVAL DAYS PICNIC BINGO

JUNE 15, 2025

This all-ages event will feature an interactive emcee/bingo caller, music and prizes! Picnic goers will hunker down with their blanket or lawn chairs and a picnic lunch or takeout at the Skyline Ball Diamond 1.

*(Rainout: Morinville Community Cultural Centre)*



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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 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



	<b>Festival Days</b> <i>June 13-15, 2025</i>	<b>Kick Off Dance Party</b> <i>June 13, 2025</i>	<b>Festival Fun Zone</b> <i>June 14, 2025</i>	<b>BC/DC Concert</b> <i>(18+ ticketed event on June 14, 2025)</i>
<b>Brand Integration</b> <i>Name or logo integrated into branding (e.g., "Morinville Festival Days presented by XYZ")</i>	+	<i>recognition as a presenting sponsor or partner for the Kick Off Dance Party</i>	<i>recognition as the presenting sponsor or partner for the Festival Fun Zone</i>	<i>recognition as the presenting sponsor or partner for the BC/DC Concert</i>
Logo and/or name on digital marketing assets*	<b>ALL</b>	Kick Off Dance Party only	Festival Fun Zone only	BC/DC Concert only
Company name & hyperlink on the event landing page, schedule and event calendar listing	+	+	+	+
Logo on digital and printed event tickets	<i>name in byline</i>	+		+
Tickets to BC/DC	<b>4 tickets</b>		<b>2 tickets</b>	<b>4 tickets</b>
Logo on print marketing and event signage**	<i>select event signage (all events)</i>	<i>property specific event signage</i>	<i>property specific event signage</i>	<i>property specific event signage</i>
Company name/logo on carousel during pancake breakfast	+	+	+	+
Logo on photo booth photos	<i>name in byline</i>	at Kick Off Dance Party	at Festival Fun Zone	at BC/DC Concert
Space for sponsor supplied signage	<b>ALL</b>	at Kick Off Dance Party	at Festival Fun Zone	at BC/DC Concert
Opportunity for site activation	<b>ALL</b>	at Kick Off Dance Party	at Festival Fun Zone	at BC/DC Concert
Verbal recognition at event (minimum 2X per event)	choice of sub-event	Pancake Breakfast & Kick Off Dance Party	Pancake Breakfast & Festival Fun Zone	Pancake Breakfast & BC/DC Concert
Minimum 2 social media tags or mentions	+	+	+	+
Sponsorship fulfillment report	+	+	+	+
	<b>\$3000</b>	<b>\$500</b> TWO AVAILABLE!	<b>\$1100</b>	<b>\$1500</b>

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

### Site Activation

- Showcase your brand and corporate values, or launch products through product sampling, demonstrations, coupons or promotional giveaways.
- Build a relationship with target audience(s) by giving festival goers what they want or are interested in. For example, families are looking for creative ways to entertain their children. Offer games, misting tents, valuable prize draws or giveaways that allow you to engage with the family's decision-makers.

**starting at just \$175**

*(Available at the Festival Fun Zone only. Price does not include G.S.T. or activation costs)*



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**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**



# YOUR REACH



## What are people saying?

“We love to start the day with the pancake breakfast and enjoy watching local talent.”

“Watching my kids enjoy themselves and have fun is the best part of Festival Days.”

“A truly wonderful event attended by myself and some of my grandchildren.”

# 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 achieve:

- ✓ **Reach diverse demographics, from families and youth to music-loving adults in local markets. Our emphasis on digital marketing (Meta and Google Ads) effectively reaches your target audience,**
- ✓ **Gain visibility in front thousands of attendees and through media exposure.**
- ✓ **Your opportunity for experiential marketing creates memorable experiences at the festival through site activation.**
- ✓ **Confidence that your investment had an impact through fulfillment reporting.**



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