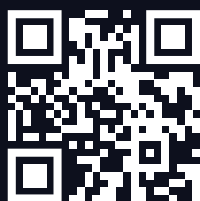


BONNETTS ENERGY CENTRE | MONTROSE CULTURAL CENTRE | MUSKOSEEPI PARK

# 2024 SPONSORSHIP OPPORTUNITIES



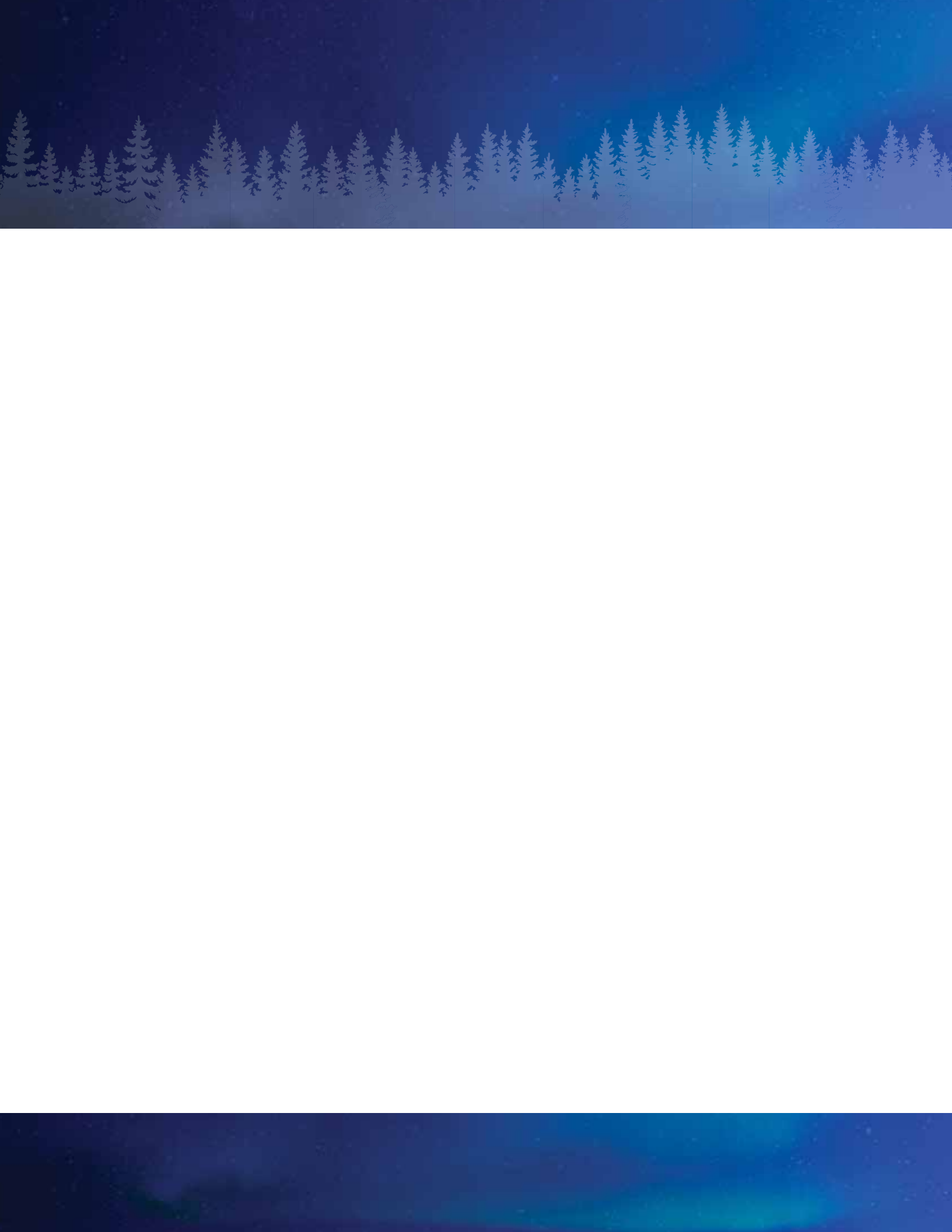
JANUARY 12-14, 2024



✉ [SPONSORSHIP@CITYOFGP.COM](mailto:SPONSORSHIP@CITYOFGP.COM)

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THE CITY OF  
**GRANDE**  
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# INTRODUCTION



## GRANDE PRAIRIE'S ANNUAL WINTER FESTIVAL

Established in 2022, Grande North Winter Festival is a walkable winter festival created to celebrate our winter city. Held in downtown Grande Prairie, this festival draws residents and visitors alike to our city's core, generating tourism activity and stimulating our local economy.

Our goal for Grande North Winter Festival is to produce a standout winter event that rivals those held in all of western Canada. The potential is vast as we continue to nurture and celebrate our unique place in the world.

With a diverse offering of activities, we're intent on ensuring festival goers can access a multitude of activities, both paid and free, throughout the downtown core and Muskoseepi Park

Grande North creates a unique experience centered around ice and snow, highlighting the warmth created through bringing people together.

## GRANDE NORTH WINTER FESTIVAL 2023 HIGHLIGHTS



Muskoseepi Park saw approximately  
**1,800 guests**



Montrose Cultural Centre saw  
**over 5,000 guests**



**99%** of those surveyed indicated the festival motivated them to get outside and enjoy winter.



**95%** of surveyed attendees reported that the festival met or exceeded their expectations



**88%** of surveyed attendees lived in the City of Grande Prairie and 8% lived in the County of Grande Prairie.



The largest demographic of people attending the festival were people between the ages of 31–40 years old & bringing an average of 2–3 people with them



# SPONSORSHIP OPPORTUNITY

## TITLE SPONSOR

The Title Sponsor will support Grande Prairie in embracing the best parts of winter.

Become a part of the celebration of snow and ice through unique activities and entertainment in the heart of the Peace Region.

### SPONSOR BENEFITS

- Opportunity to collaborate with festival organizers to establish company name within festival title
- Creative input on potential festival logo revision to include your company's branding
- Name mention in all print and digital marketing materials, including website event listing, social channels and radio
- Opportunity for activation at all festival components
- Title sponsor feature on social channels
- 100 complementary weekend Ice Garden passes

**SUGGESTED CONTRIBUTION: \$25,000**



*Photography by Darrel Comeau*

# SPONSORSHIP OPPORTUNITY

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## ICE BAR

### AT BONNETTS ENERGY CENTRE

Constructed from 4,000 lbs. of solid ice, complete with led string lights frozen into the structure, the fully functional Ice Bar at Bonnetts Energy Centre is the highlight of the Ice Gardens. With the opportunity for branding within the bar, Ice Bar sponsorship is certain to leave your logo frozen in the memories of Ice Gardens guests.

### SPONSOR BENEFITS

- Branded name and/or logo incorporated into Ice Bar
- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Ice Bar
- Activation at Ice Bar
- Sponsor-provided advertising and/or branding opportunities in the Ice Gardens
- 25 weekend Ice Gardens passes

**SUGGESTED CONTRIBUTION: \$7,500**



*Photography by Darrel Comeau*

# SPONSORSHIP OPPORTUNITY



## ICE CARVING COMPETITION

### AT BONNETTS ENERGY CENTRE

If your name cannot be etched in stone, it can certainly be carved in ice. Sponsor the Ice Carving Competition at Bonnetts Energy Centre with world-renowned Ice Carvers who will create 4+ unique masterpieces that will be on display within the Ice Gardens. Guests experience the carvings being created in real time over the course of the entire weekend.

### SPONSOR BENEFITS

- Company name and/or logo incorporated into ice carving(s)
- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Sponsor-provided advertising and/or branding opportunities in the Ice Gardens
- Activation at Ice Carving Competition
- 25 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$10,000**



# SPONSORSHIP OPPORTUNITY



## ICE GARDENS

### AT BONNETTS ENERGY CENTRE

Whoever said you can't have it all is wrong. With your sponsorship of the Ice Gardens at Bonnetts Energy Centre, you will receive name recognition on both the Ice Bar and Ice Carving Competition festival. Your company's name will be used synonymously with this marquee of the Grande North Winter Festival. Logo and name included on social media post about the Ice Gardens, Ice Bar and Carving Competition

### SPONSOR BENEFITS

- Branded name and/or logo incorporated into Ice Bar
- Company name and/or logo incorporated into ice carving(s)
- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Activation at Ice Bar and Ice Carving Competition
- Sponsor-provided advertising and/or branding opportunities in the Ice Gardens
- Logo on wristbands
- 25 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$15,000**

*Photography by Darrel Comeau*



# SPONSORSHIP OPPORTUNITY

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## SNOWBOARDING FEATURE AT BONNETTS ENERGY CENTRE

Have your brand associated with the most rad component of the festival by sponsoring the snowboarding feature at Bonnetts Energy Centre. Boarders young and old will shred their way through this unique and custom component engaging spectators from the adjacent Ice Gardens. Supervision and instructional volunteer opportunities are available with this festival component.

### SPONSOR BENEFITS

- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Sponsor-provided advertising and/or branding opportunities at the Snowboarding feature
- Logo and name included on social media post about the Snowboarding feature
- Activation at the Snowboarding feature
- 10 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$5,000\***

*\*Gift in kind contribution for snowboarding feature construction and/or supervision will be considered.*

# SPONSORSHIP OPPORTUNITY

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## ICE SLIDE

### AT MONTROSE CULTURAL CENTRE

The most popular feature of the festival that has residents young and old taking a speedy trip down this one-of-a-kind slide, made entirely of ice and snow, at the Montrose Cultural Centre Greenspace. Complete with lighting that matches your brand frozen into the slide, the Ice Slide sponsor will gain exposure well before and after the festival weekend.

### SPONSOR BENEFITS

- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Ice Slide
- Sponsor-provided advertising and/or branding opportunities around the Ice Slide
- Logo and/or sponsor name incorporated into the Ice Slide feature
- Activation at Ice Slide
- 20 weekend Ice Gardens passes

**SUGGESTED CONTRIBUTION: \$7,500**



# SPONSORSHIP OPPORTUNITY



## SNOW MAZE

### AT MONTROSE CULTURAL CENTRE

A new addition to the winter festival, the Snow Maze provides ample opportunity for guests to get lost in your branding around every corner. The maze constructed entirely of snow will feature the sponsor's logo at the entrance and various locations throughout the Maze.

### SPONSOR BENEFITS

- Logo and/or sponsor name carved into Snow Maze
- Activation at Snow Maze
- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Snow Maze
- Sponsor-provided advertising and/or branding opportunities around the Snow Maze
- 10 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$7,500**

# SPONSORSHIP OPPORTUNITY

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## SKATING OVAL

### AT MONTROSE CULTURAL CENTRE

The installation of the Skating Oval at Montrose Cultural Centre will commence prior to the start of the festival. The Skating Oval sponsor will have the opportunity to have their logo frozen into the rink for skaters. The Skating Oval will remain until temperatures rise and winter concludes.

### SPONSOR BENEFITS

- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Skating Oval
- Activation at Skating Oval Feature
- Sponsor-provided advertising and/or branding opportunities in and around the Skating Oval
- 10 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$2,000**



# SPONSORSHIP OPPORTUNITY



## CROKICURL RINK AT MUSKOSSEPI PARK

Like the Skating Oval, installation of the Crokicurl Rink at Muskoseepi Park will begin as soon as temperatures cooperate with the flooding of the rink. The Muskoseepi Park Crokicurl sponsor will have the opportunity to have their logo frozen into the center of the rink, making your logo the focus of this component.

### SPONSOR BENEFITS

- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Crokicurl Rink
- Sponsor-provided advertising and/or branding opportunities on the crokicurl rocks
- Activation at Crokicurl Rink
- 6 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$1,500**

# SPONSORSHIP OPPORTUNITY



## LIL' CHIPPERS ICE CARVING

### AT BONNETTS ENERGY CENTRE

Give lil' residents the chance to learn the art of ice carving from the pros. The Lil' Chippers Program at Bonnetts Energy Centre provides children the opportunity to learn from the pros as the team from Ice on Whyte teaches them the basics and some of the techniques used by master carvers.

Deadline to sponsor: November 15, 2023

### SPONSOR BENEFITS

- Activation at Lil' Chippers Ice Carving location
- Directly supports the program materials and instructors for up to 300 participants
- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Lil' Chippers Ice Carving Program
- Sponsor-provided advertising and/or branding opportunities at program location.
- 10 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$2,500**

# SPONSORSHIP OPPORTUNITY



## COMMUNITY ART ACTIVITY AT MONTROSE CULTURAL CENTRE

Bring people together to create winter themed arts and crafts.

### SPONSOR BENEFITS

- Activation at the Community Art Activity location
- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Ice Carving Competition
- Sponsor-provided advertising and/or branding opportunities at Community Art Activity location
- 6 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$2,000**



# SPONSORSHIP OPPORTUNITY



## SNOW CARVERS

### AT MUSKOSSEPI PARK

The Snow Carver sponsorship will support the commissioning of professional snow carvers during the event. The snow carvers will create sculptures in the Park, inspiring the community to craft their own creations in the snow.

### SPONSOR BENEFITS

- Activation at Snow Carving location
- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post about the Snow Carvers and their works
- Sponsor-provided advertising and/or branding opportunities around the Snow Carving displays
- 10 weekend Ice Gardens passes



**SUGGESTED CONTRIBUTION: \$3,000**



# SPONSORSHIP OPPORTUNITY



## OFFICIAL RENTALS SPONSORSHIP

### SPONSOR BENEFITS

- Name with embedded link on [cityofgp.com/winterfest](http://cityofgp.com/winterfest)
- Logo and name included on social media post recognizing the official rentals sponsor.
- Sponsor-provided advertising and/or branding opportunities
- 10 weekend Ice Gardens passes

**SUGGESTED CONTRIBUTION: \$5,000\***

## FRIENDS OF THE FESTIVAL

### SPONSOR BENEFITS

- Embedded link on event calendar
- Shoutout of appreciation on social media with other supporting sponsors
- 6 weekend Ice Gardens passes

**SUGGESTED CONTRIBUTION: \$1,500\***



*\*Gift in kind contribution will be considered.*

# SPONSORSHIP DETAILS



## CONSIDERATIONS

**The City of Grande Prairie is seeking the following:**

- Sponsors who are looking to make a positive impact in the community.
- Sponsors that will jointly promote, market, and support Grande North Winter Festival.
- Payment prior to December 31, 2023

## RESPONSE

**The City is not seeking formal proposals, only expressions of interest.**

To get started on a Grande North Winter Festival Sponsorship, contact Sales & Sponsorship.

✉ [sponsorship@cityofgp.com](mailto:sponsorship@cityofgp.com) 📞 Access GP at 780-538-0300.

The following information may be requested during sponsorship exploration:

- Why do you want to partner with the City of Grande Prairie?
- Which Grande North Winter Festival Component you are interested in sponsoring.
- Proposed annual contribution
- How your business or organization will jointly promote, market, and support Grande North Winter Festival.
- Sponsor contact information including official name of sponsor.

# SPONSORSHIP OVERVIEW



The minimum suggested cost to sponsor the separate festival components are listed below.

Festival Component	Location	Suggested Contribution
Ice Bar	Bonnetts Energy Centre	\$7,500
Ice Carving Competition	Bonnetts Energy Centre	\$10,000
Ice Gardens (Includes Ice Bar and Ice Carving Competition)	Bonnetts Energy Centre	\$15,000
Snowboarding Feature	Bonnetts Energy Centre East Parking Lot	\$5,000*
Skating Oval	Montrose Cultural Centre	\$2,000
Croki curl Rink	Muskoseepi Park	\$1,000
Ice Slide	Montrose Cultural Centre	\$7,500
Snow Maze	Montrose Cultural Centre	\$7,500
Lil' Chippers Ice Carving Program	Bonnetts Energy Centre (Ice Gardens)	\$2,500
Snow Carving	Muskoseepi Park	\$3,000
Snow Art Community Activity	Muskoseepi Park	\$2,000
Official Rentals Sponsorship		\$5,000*
Friends of the Festival		\$1,500*

\*Gift in kind contribution opportunities available.

The term of the sponsorship agreements will be 1 – 5 years.

Sponsorship benefits listed above and herein are based on a sponsorship commitment by November 1, 2023. Benefits are negotiable and are delivered by the City of Grande Prairie as contractually agreed upon.



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