

**WHERE COMMUNITY
IS GRANDER**



**Fête du
CANADA
Day ᐃᓇᑕᐅᓯᐃᓐ**

**2024 SPONSORSHIP
OPPORTUNITIES**



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GRANDE
prairie

CANADA DAY PRESENTED BY SPONSORSHIP

Celebrate Canada Day with a community event sponsorship that's grander than all others. As a sponsor you'll contribute to the vibrant spirit of the festivities while aligning your brand with patriotism and community pride.

Connect with one of the most diverse audiences as the presenting sponsor of Canada Day in Grande Prairie!

Sponsorship Includes:

- Name integrated into event name
 - Fete Du Canada Day, presented by "Business Name"
- Name included in media release
- Priority location in Muskoseepi Park to host an activation and/or in Parade
 - Estimated 12,000 visitors
- Logo recognition in equal weight to City of Grande Prairie and Government of Canada on 100+ print posters distributed to regional recreational facilities
- Name included in radio ad campaign
- Name and logo with embedded link to website on cityofgp.com/CanadaDay
 - 9,300 views in 2023
- Social media sponsor spotlight on City of Grande Prairie Facebook and Instagram pages
- Logo on event gantry
- Logo on park entrance event sign
- Logo on public information board and event map
- Verbal recognition on Community Stage
- Opportunity to host a contest, giveaway or other engagement on the Community Stage



Recommended Investment: \$15,000 (Package based on commitment by May 1, 2024)



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COMMUNITY STAGE SPONSOR

Elevate your brand presence by sponsoring the only Canada Day Community Stage! Your support ensures a lively showcase of up and coming, Canadian talent.

Align your company with the year's largest, free community celebration with prominent visibility on one the largest draws at the Canada Day celebration!

Sponsorship Includes:

- Priority location with Community Stage area, near the amphitheater, to host an activation
- Name and logo with embedded link to website on cityofgp.com/CanadaDay

- Social media sponsor spotlight on City of Grande Prairie Facebook and Instagram pages
- Logo on Community stage banner
 - Additional stage branding opportunities available
- Logo on public information board and event map
- Logo included on digital and print Community Stage entertainment listing
- Verbal recognition by MC on Community Stage
- Opportunity to host a contest, giveaway or other engagement on the Community Stage
- VIP Picnic area in the Beer Gardens



Recommended Investment: \$10,000



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FIREWORKS SPONSOR

Transform the night sky into a canvas of mesmerizing colors that symbolizes unity and shared pride for those who call Canada home. Sponsorship of the Canada Day Fireworks helps make these memories even grander!



Sponsorship Includes:

- Logo on public information board and event map
- Name included in event media release
- Name and logo with embedded link to website on cityofgp.com/CanadaDay
- Social media sponsor spotlight on City of Grande Prairie Facebook and Instagram pages
- Verbal recognition by MC on Community Stage
- VIP Viewing area at Fireworks display
- Preferred placement in the Canada Day parade



Recommended Investment: \$10,000



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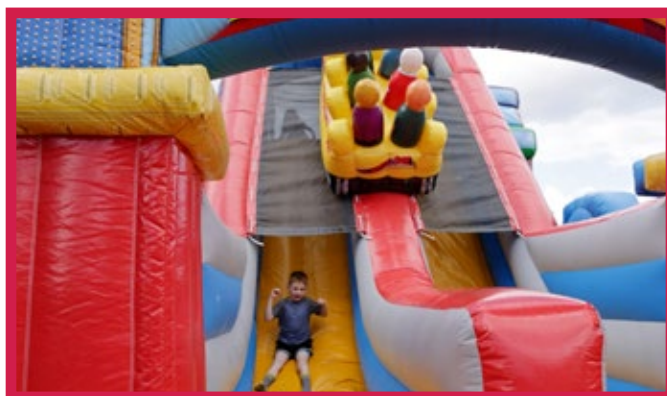
CHILDREN'S ACTIVITIES SPONSOR

Ensure Canada Day activities remain inclusive and free to all children in the community by sponsoring the Children's Activities.

Sponsorship plays a crucial role in enriching the experience for a larger number of children, making it a memorable and joyous occasion for all participants.

Sponsorship Includes:

- Logo on signage within the Children's Activity area
- Logo on public information board and event map
- Priority location in in Children's Activity area to host an activation
- Name and logo with embedded link to website on cityofgp.com/CanadaDay
- Social media sponsor spotlight on City of Grande Prairie Facebook and Instagram pages



Recommended Investment: \$5,000



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CARNIVAL RIDES SPONSOR

Become part of the experience for the fun and thrill seekers and align your brand with laughter, camaraderie, and, of course, the exhilaration of carnival rides!

Capture the attention of the diverse crowd as they revel in the enjoyment of a free carnival found only at Canada Day.

Sponsorship Includes:

- Logo on signage within the Carnival Rides area
- Logo on public information board and event map
- Priority location in Carnival Rides area to host an activation
- Name and logo with embedded link to website on cityofgp.com/CanadaDay
- Social media sponsor spotlight on City of Grande Prairie Facebook and Instagram pages



Recommended Investment: \$5,000



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CANADA DAY CAKE SPONSOR

What's a birthday without cake? Welcome residents, tourists and your customers to the Muskoseepi Park celebrations with a sweet treat.



Sponsorship Includes:

- Prime location for cake distribution in Muskoseepi Park
- Opportunity to provide branded tents, tablecloths, plates, napkins at Cake station
- Opportunity to assist in cake distribution
- Logo on signage at Cake station
- Logo on public information board and event map
- Name and logo with embedded link to website on cityofgp.com/CanadaDay
- Social media sponsor spotlight on City of Grande Prairie Facebook and Instagram pages



Recommended Investment: SOLD



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RENTALS SPONSOR

It takes a lot of manpower and equipment to bring an event to life. Join Canada Day as an in-kind rentals sponsor and be part of the team that make the day run as smooth as the frosting on the celebratory cake.



Sponsorship Includes:

- Opportunity to place advertising on provided amenity and host an activation in Muskoseepi Park
- Logo on public information board and event map
- Name and logo with embedded link to website on cityofgp.com/CanadaDay
- Social media sponsor spotlight on City of Grande Prairie Facebook and Instagram pages



Rentals Items for In-Kind Sponsorship:

- Tents
- Tables
- Chairs
- Fencing



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Sponsorship Levels

Sponsorship	Recommended Investment
Event Sponsor	\$15,000
Community Stage Sponsor	\$10,000
Fireworks Sponsor	\$10,000
Children's Activities Sponsor	\$5,000
Carnival Rides Sponsor	\$5,000
Canada Day Cake Sponsor	SOLD
Rental Sponsor	In-kind sponsorship (tents, tables, chairs, fencing)

Contact Us

Contact sponsorship@cityofgp.com to set up a discovery meeting to explore customizations and turn the LARGEST free community event into a strategic community investment that connects directly with your customers.



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