

EXPERIENCE GRANDE PRAIRIE SPONSORSHIP OPPORTUNITIES



sponsorship@cityofgp.com
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CITY OF
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prairie



EXPERIENCE GRANDE PRAIRIE SPONSORSHIP OPPORTUNITIES

Experience Grande Prairie brings the community together for an evening of outdoor entertainment in the heart of the city.

The event captures the energy of a block party alongside a celebration of the arts with nationally or internationally recognized musical entertainment.

Sponsorship of Experience Grande Prairie creates an inclusive and accessible event by enabling the community to attend and participate in event activities completely **free of charge**.

2025 Headliner: The Trews

2024 Headliner: Kim Mitchell

2023 Headliner: Aaron Goodvin & Barney Bentall

2025 Event Highlights

- 4,000+ attendees
- 5,300 calendar views
- 57 social media posts on 4 platforms resulting in 337,470 impressions
- Concert featured The Trews
- Concert featured Brasstactics from Edmonton
- Multi-channel paid and organic digital, radio and print advertising

Contact Us

Contact sponsorship@cityofgp.com to show your support and be seen in the centre of the Experience Grande Prairie.

Sponsorship Levels

Sponsorship	Recommended Contribution
Presenting Sponsor	\$15,000
Stage Sponsor	\$3,500
Activity Sponsor	\$2,500
Friends of the Festival	\$1,000
Prize Package Contributor	\$50



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PRESENTING SPONSOR

Spotlight your business as the signature sponsor of Experience Grande Prairie and lift the curtain on the City's largest, free, outdoor concert of the year! Your sponsorship enables the event team to secure high-caliber entertainment for Experience Grande Prairie while aligning you, the sponsor, with the entire event.

Examples include but are not limited to:

- Logo or name mention on all marketing materials for the event
- Embedded link on City event calendar listing
- Name mentioned in City Facebook event details
- Co-host on City Facebook event listing
- Verbal recognition as a sponsor during opening remarks
- Logo included on social media post recognizing all event sponsors
- Logo on print event poster
- Two 4' x 4' advertising spaces on event fencing near stage
- Name mentioned in regional radio ad campaign
- Dedicated hosting space
- Prime on-site activation space
- Opportunity to be on stage during an intermission for an interview by event MC to highlight sponsor's impact in the community
- Logo visibility in event images and video content
- Additional on-site branding opportunities



Recommended Contribution: \$15,000



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STAGE SPONSOR

Experience Grande Prairie is proud to celebrate the heart of our community through live music and entertainment, with the stage serving as the centerpiece. From internationally recognized headliners to up-and-coming artists and local talent, the stage brings people together to connect through the power of live music and shared community celebration.

Your business plays a key role in supporting both emerging performers and helps to secure well-known artists as the event's Headliner. Past events have featured The Trews (2025), Kim Mitchell (2024), and Aaron Goodvin and Barney Bentall (2023), alongside vibrant local acts that highlight the depth of talent in our region.

As a stage sponsor, your brand will be woven into the energy of the event.

Benefits Includes:

- Logo on stage banner signage
- Logo and name with embedded website link on City of Grande Prairie event calendar event listing
- Logo on graphics and name mentioned in copy in digital, print, and social media content highlighting the stage entertainment alongside other sponsors
- Name mention in City Facebook event details
- Two 3' x 3' banner advertising spaces on event fencing near the stage
- Additional advertising and branding opportunities at the event
- Engagement opportunities at the event, such as introducing a performance
- Activation opportunities at the event, such as tent or display in prime location



Recommended Contribution: \$3,500 (Multiple Available)



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ACTIVITY SPONSOR

Sponsorship of an Experience Grande Prairie activity enhances the event experience while keeping costs to participate completely free to attendees.

Align with interactive activities, children's games, workshops or community entertainers to reach your target audience through a fun and interactive experience.

Benefits Includes:

- Logo on print signage at sponsored activity
- Name with embedded link on City of Grande Prairie event calendar event listing (estimated 6,000+ views)
- Logo on graphics promoting the sponsored activity
- Name included on social media posts promoting the sponsored activity
- One 2' x 2' banner advertising space on event fencing near stage
- Name mentioned in City Facebook event details



Recommended Contribution: \$2,500 (Multiple Activities Available)



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FRIENDS OF THE FESTIVAL

Join us in City Centre as an Experience Grande Prairie supporting sponsor and show the community support for local, community, events.

Benefits Includes:

- 10' x 10' activation or display space at the event
- Name on City of Grande Prairie event calendar event listing
- Name included on social media post thanking event supporters
- One 2' x 2" banner advertising space on event fencing near stage

Contact Sales & Sponsorship to customize your sponsorship.



Recommended Contribution: \$1,000



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ULTIMATE EXPERIENCE PRIZE PACKAGE CONTRIBUTOR

Raise awareness for your business and show your support for Experience Grande Prairie by contributing certificates, gift-cards or products that create unique, local experiences in the Ultimate Experience prize package.

Contest entries are available onsite at Experience Grande Prairie with one winner drawn at random.

Recommended minimum contribution is \$50.00 value.

- Sponsor provides a minimum of \$50.00 in product or near-cash gifts (certificates, gift cards)
- Name listed on contest entry ballot
- Logo on print signage promoting the prize package in multiple locations at the event
- Name mention on social media post promoting the prize package
- Name mention on social media post announcing the prize winner*



*Subject to agreement from the selected winner.

Recommended Contribution: Minimum \$50 Gift



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