GRANDE NORTH WINTER FESTIVAL SPONSORSHIP OPPORTUNITIES

sponsorship@cityofgp.com
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CITY OF GRANDE prairie



JANUARY 15, 16 & 17, 2027

BONNETTS ENERGY CENTRE | MONTROSE CULTURAL CENTRE | MUSKOSEEPI PARK

GRANDE NORTH WINTER FESTIVAL 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 Highlights

- Montrose Cultural Centre welcomes over 5,000 guests annually.
- 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.

GRANDE NORTH WINTER FESTIVAL
SPONSORSHIP OVERVIEW

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

Festival Component	Location	Suggested Contribution
Ice Carvers	Bonnetts Energy Centre	SOLD
Chippers Ice Carving	Bonnetts Energy Centre	SOLD
Acoustic Cabin Sponsor	Bonnetts Energy Centre	$7,500
Skating Oval	Montrose Cultural Centre	SOLD
Ice Slide	Montrose Cultural Centre	SOLD
Community Art Activity	Montrose Cultural Centre	$2,000
Horse and Wagon Rides	Muskoseepi Park	$1,000
Snowshoeing in the Park	Muskoseepi Park	$1,000
Snow Carving	Various	$3,000
Official Rentals Sponsorship		SOLD
Friends of the Festival		$500*

*Gift in kind contribution opportunities available.

Sponsorship benefits listed above and herein are based on a sponsorship commitment by November 1, 2025. Benefits are negotiable and are delivered by the City of Grande Prairie as contractually agreed upon.

ICE CARVERS
AT BONNETTS ENERGY CENTRE

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





Sponsorship Includes:

- Company name and/or logo incorporated into ice carving(s)
- Name with embedded link on **cityofgp.com/winterfest**
- Sponsor-provided advertising and/or branding opportunities
- Activation at Ice Carvers
- Company logo in Ice Bar

Recommended Contribution: SOLD

CHIPPERS ICE CARVING

AT BONNETTS ENERGY CENTRE

Give guests a hands on opportunity to learn the art of ice carving from the pros. This interactive ice carving provides an opportunity to learn from the pros as the team from Chiseled by Activate Arts Alberta teaches the basis and some of the techniques used by vmaster carvers.





Sponsorship Includes:

- Activation at Chippers Ice Carving location
- Directly supports the activity materials and instructors for up to 300 participants
- Name with embedded link on **cityofgp.com/winterfest**
- Logo and name included on social media post about the Chippers Ice Carving.
- Sponsor-provided advertising and/or branding opportunities at program location.
- Company logo in Ice Bar

Recommended Contribution: SOLD

ACOUSTIC CABIN SPONSOR

AT BONNETTS ENERGY CENTRE

Bring live performances to the heart of Grande North Winter Festival, creating a cozy space where festival-goers can step inside, warm up and enjoy great entertainment.

Sponsorship for the Acoustic Cabin connects your business with a memorable festival experience that invites guests to gather, stay awhile and discover something new while providing a dedicated lounge for your team or guests. Help us turn up the warmth this winter.





Sponsorship Includes:

- Company logo on stage signage including entertainment schedule
- Company name mentioned by MC between entertainment features
- Name with embedded link on **cityofgp.com/WinterFest**
- Sponsor-provided advertising and/or branding opportunities on stage
- event tickets and VIP section with refreshments

Recommended Contribution: $7,500

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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.



Sponsorship Includes:

- Name with embedded link on **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

Recommended Contribution: SOLD

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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 is maintained as a community rink while conditions allow.



Sponsorship Includes:

- Name with embedded link on **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

Recommended Contribution: SOLD

COMMUNITY ART ACTIVITY

AT MONTROSE CULTURAL CENTRE

Bring people together to create winter themed arts and crafts.





Sponsorship Includes:

- Activation at the Community Art Activity location
- Name with embedded link on **cityofgp.com/winterfest**
- Logo and name included on social media post about the Community Art Activity
- Sponsor-provided advertising and/or branding opportunities at Community Art Activity location

Recommended Contribution: $2,500

HORSE & WAGON RIDES
AT MUSKOSEEPI PARK

Sponsor traditional transportation with a classic horse-drawn wagon experience through Muskoseepi Park and connect your brand with a memorable family activity.





Sponsorship Includes:

- Company logo on activity signage
- Name with embedded link on **cityofgp.com/WinterFest**
- Sponsor-provided advertising and/or branding opportunities on site

Recommended Contribution: $1,000

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SNOWSHOEING
AT MUSKOSEEPI PARK

Sponsor snowshoe rentals from the Pavilion to offer an experience that invites festival-goers to get active while exploring Muskoseepi Park and embracing the season.





Sponsorship Includes:

- Company logo on activity signage
- Name with embedded link on **cityofgp.com/WinterFest**
- Sponsor-provided advertising and/or branding opportunities on site

Recommended Contribution: $1,000

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SNOW CARVERS

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





Sponsorship Includes:

- Activation at Snow Carving location
- Name with embedded link on **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

Recommended Contribution: $3,000

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OFFICIAL RENTALS SPONSORSHIP

Sponsorship Includes:

- Name with embedded link on **cityofgp.com/winterfest**
- Logo and name included on social media post recognizing the official rentals sponsor
- Sponsor-provided advertising and/or branding opportunities

Recommended Contribution: SOLD (Gift in kind contribution will be considered.)

FRIENDS OF THE FESTIVAL

Sponsorship Includes:

- Embedded link on event calendar
- Shoutout of appreciation on social media with other supporting sponsors

Recommended Contribution: $500 (Gift in kind contribution will be considered.)

