



Event Sponsorship Program



Cash and in-kind

SPONSORSHIP OPPORTUNITIES



December 7, 2024

The City of Fort St. John puts considerable effort into the planning and hosting of events and activities for our community.

Many of these events are successfully executed with financial and in-kind support from businesses operating in the Fort St. John region.

Through these events, we are able to offer your company access to unique local marketing opportunities that reach your local customers and their families.

How does supporting local events grow your business?

- Increased brand visibility in the community
- Projecting a positive corporate image by aligning with a well loved community event
- Interactions with existing and potential customers. *Many companies take advantage of events to offer promotions, giveaways, or exclusive deals to attendees, which can directly drive sales.*
- Stand out from your competition with an industry exclusive opportunity
- Reinforce your brand’s trust and reputation in the community
- Leverage your contributions into other corporate channels. *Highlight your contributions in your internal newsletters, other marketing campaigns, or your annual report.*

This sponsorship package includes specific opportunities to support:

- ❑ SANTA CLAUS PARADE 2024
- ❑ HIGH ON ICE WINTER FEST 2025
- ❑ CANADA DAY CELEBRATIONS 2025

Not interested in these events? Let’s talk about other opportunities such as:

- Our many other city events
- Arts & Culture programs and partnerships
- Recreation activities and programs
- Facility ad spaces or sponsorship

\$3,000+

- **Recognition as official sponsor of a event activity or service.** (examples: hot chocolate, kids craft, medic, skating, signs)
- Logo recognition on activity signage at event
- Logo recognition on shared sponsor signage in Centennial Park
- Recognition on City of Fort St. John website with the sponsor name listed
- Event supporter window decal to display at your business
- 10x10 booth space available to promote your company in Centennial Park
- Social media recognition tagged company profile name (2x) during pre-event advertising. *Including, but not limited to Facebook event posts, timeline posts, stories, Instagram posts and stories.*
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

\$1,500+

- Logo recognition on shared sponsor signage in Centennial Park
- Event supporter window decal to display at your business
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

\$500+

- Event supporter window decal to display at your business
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

FREE

- **Enter a float in the parade!**
- Visit fortstjohn.ca/santa-parade for guidelines and to register your float

45 parade floats entered each year on average



Let’s talk!

Communications Department | City of Fort St. John

250-787-8150
communications@fortstjohn.ca





Each February, the city hosts High on Ice Winter Fest to celebrate the longest season in the north. This festival includes professional ice carving and the popular ice slides in Centennial Park, but also many community-led activities that are supported by our event team.

As an event partner, you will gain access to thousands of people who partake in activities in Centennial Park and out in the community, from Charlie Lake to Baldonnel.

By supporting this event your company will be part of the region’s biggest winter festival.

The event includes:

- ICE SLIDES
- PROFESSIONAL ICE CARVING
- KIDS ZONE
- LIVE MUSIC, PIZZA & BEER
- FIRE & ICE CLOSING
- COMMUNITY-LED ACTIVITIES (supported with micro-grants and event marketing)

From year to year the free community-led activities vary depending on which organizations step up to coordinate an activity. Past activities have included:

- | | |
|---|--|
| <ul style="list-style-type: none">BonspielsIce Fishing DerbyWinter Scavenger HuntMaple Syrup ActivityArt or Activity Take-home KitsSkidoo ActivityJam NightsDog SleddingComedy ShowShow Shoeing Activity | <ul style="list-style-type: none">Ice SkatingSnow ArtLED Light DisplaysHorse & Wagon RidesX-Country SkiingSeniors Dinner & MusicInner Tube SlidingCar Races on Charlie LakeBowlingEscape Room |
|---|--|

90% of people are from Fort St. John, Taylor, Charlie Lake
10% of people travel 30+ minutes to the event
73% of people are 25-44 years old
95% of people see our promotions before the event
79% of people think the event is important to our community
96% of people plan to attend again in 2025

Statistics taken from the 2023 public event survey promoted after the event.

12,695
number of rides
down the ice slides

207
number blocks
of ice carved



\$15,000+ SOLD

- Exclusive recognition as the presenting sponsor of the event
- Exclusive logo recognition as the presenting sponsor on signage in Centennial Park
- Registration for up to 4 people in the Ice Carving Workshop
- Logo recognition on sponsor page in the event program
- Logo recognition on the printed event posters
- Logo recognition on shared sponsor signage at event
- Event supporter window decal to display at your business
- Verbal recognition on selected radio ads leading up to the event
- 10x10 booth space available to promote your company in Centennial Park
- Opportunity to provide company representatives at the event in the way of volunteers
- Opportunity to provide activation through samples or promotion material or product at event
- Verbal recognition on stage by MC
- Recognition on City of Fort St. John website with the sponsor logo including a hyperlink
- Social media recognition tagged company profile name (6x) throughout pre-event advertising. Including, but not limited to Facebook event posts, timeline posts, stories, Instagram posts and stories.
- Social media recognition (1x) on shared sponsor recognition after event. Facebook timeline post and Instagram post.

2025 PRESENTING SPONSOR



\$7,500+

- Recognition as official sponsor of a main event activity. (examples: ice slides, kids zone, ice carving, stage, micro-grants)
- Registration for up to 2 people in the (pre-event) Ice Carving Workshop
- Logo recognition on activity signage at event
- Logo recognition on shared sponsor signage at event
- Logo recognition on sponsor page in the event program
- Event supporter window decal to display at your business
- 10x10 booth space available to promote your company in Centennial Park
- Opportunity to provide company representatives at the event in the way of volunteers
- Opportunity to provide activation through samples or promotional materials or product at event
- Verbal recognition on stage by MC
- Recognition on City of Fort St. John website with the sponsor logo including a hyperlink
- Social media recognition tagged by company profile name (4x) throughout pre-event advertising. Including, but not limited to Facebook event posts, timeline posts, stories, Instagram posts and stories.
- Social media recognition (1x) on shared sponsor recognition after event. Facebook timeline post and Instagram post.

\$3,000+

- Recognition as official sponsor of a smaller event activity or service. (examples:, hot chocolate, kids craft, medic, face painting)
- Logo recognition on activity signage at event
- Logo recognition on shared sponsor signage at event
- Logo recognition on sponsor page in the event program
- Recognition on City of Fort St. John website with the sponsor name listed
- Event supporter window decal to display at your business
- Social media recognition tagged by company profile name (2x) throughout pre-event advertising. Including, but not limited to Facebook event posts, timeline posts, stories, Instagram posts and stories.
- Social media recognition (1x) on shared sponsor recognition after event. Facebook timeline post and Instagram post.

\$1,500+

- Logo recognition on shared sponsor signage at event
- Logo recognition on sponsor page in the event program
- Event supporter window decal to display at your business
- Social media recognition (1x) on shared sponsor recognition after event. Facebook timeline post and Instagram post.

\$500+

- Event supporter window decal to display at your business
- Social media recognition (1x) on shared sponsor recognition after event. Facebook timeline post and Instagram post.

CANADA DAY

CELEBRATIONS



July 1, 2025



Let's gather to celebrate Canada's birthday! The City of Fort St. John hosts Canada Day Celebrations in collaboration with many other organizations and local First Nations.

As an event partner, you will gain access to thousands of people who partake in multiple activities across the city from morning to night.

The event includes:

- ❑ PANCAKE BREAKFAST
- ❑ PARADE
- ❑ KIDS ZONE
- ❑ STAGE ENTERTAINMENT
- ❑ FIREWORKS FINALE (IF PERMITTED) OR COMMUNITY-LED ACTIVITIES (supported with micro-grants and event marketing)

By supporting this event your company will be part of Fort St. John's biggest and busiest event of the year.

Community-led activities are supported if regional fire bans stop us from hosting fireworks. These activities vary depending on which organizations step up to coordinate an activity. Past activities have included:

- Free Products
- Art or Activity Take-home Kits
- Karaoke
- Bubble Ball
- Seniors BBQ and Entertainment
- Bowling
- Escape Room
- Water Balloon Fight
- Face Painting
- Community BBQ

142 Litres
of pancake batter
served!

32
floats entered in the
parade on average

\$7,500+

- **Exclusive recognition as the presenting sponsor of the entire event**
- **Exclusive logo recognition as the presenting sponsor on signage in Centennial Park**
- Logo recognition on sponsor page in the event program
- Logo recognition on the printed event posters
- Logo recognition on shared sponsor signage at event
- Event supporter window decal to display at your business
- Verbal recognition on radio advertisements
- 10x10 booth space available to promote your company in Centennial Park
- Opportunity to provide company representatives at the event in the way of volunteers
- Opportunity to provide activation through samples or promotion material or product at event
- Verbal recognition on stage by MC
- Recognition on City of Fort St. John website with the sponsor logo including a hyperlink
- Social media recognition tagged company profile name (4x) throughout pre-event advertising. *Including, but not limited to Facebook event posts, timeline posts, stories, Instagram posts and stories.*
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

\$3,000+

- **Recognition as official sponsor of a main event activity.** (examples: kids zone, stage, micro-grants)
- Logo recognition on shared sponsor signage at event
- Logo recognition on sponsor page in the event program
- Recognition on City of Fort St. John website with the sponsor name listed
- Event supporter window decal to display at your business
- 10x10 booth space available to promote your company in Centennial Park
- Opportunity to provide company representatives at the event in the way of volunteers
- Opportunity to provide activation through samples or promotional materials or product at event
- Verbal recognition on stage by MC
- Social media recognition tagged by company profile name (2x) throughout pre-event advertising. *Including, but not limited to Facebook event posts, timeline posts, stories, Instagram posts and stories.*
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

\$1,500+

- **Recognition as official sponsor of a smaller event activity or service.** (examples: medic services, bottled water)
- Logo recognition on shared sponsor signage at event
- Logo recognition on sponsor page in the event program
- Event supporter window decal to display at your business
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

\$500+

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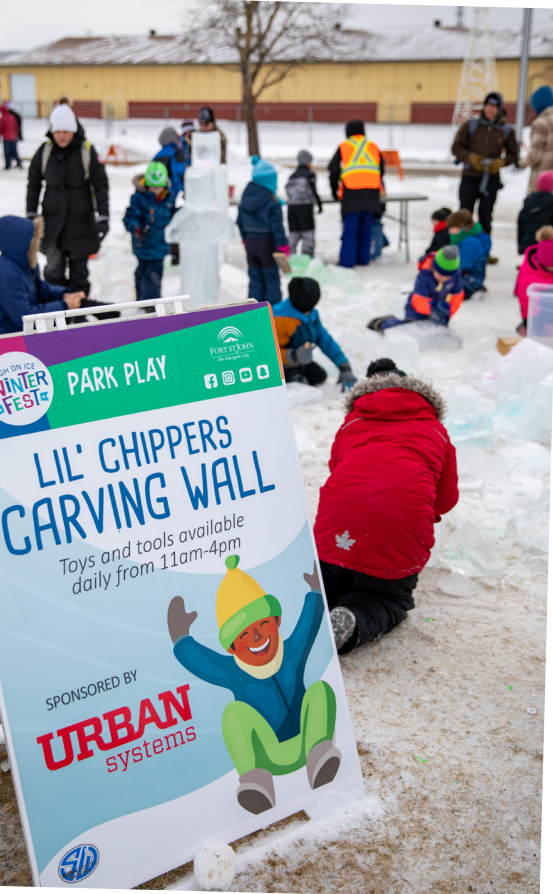
FREE

- **Enter a float in the parade!**
- Visit fortstjohn.ca/canada-day for guidelines and to register your float.

70% of people are from Fort St. John, Taylor, Charlie Lake
65% of people are 25-44 years old
72% of people see our promotions leading up to the event
70% of people enjoyed the community-led activities after 4pm
75% of people plan to attend again in 2025

Statistics taken from the 2024 public event survey promoted after the event.





FESTIVAL
PRESENTED BY



PEACE COUNTRY
RENTALS

Produced by the City of Fort St. John
September 2024