



Event Sponsorship Program

2025/2026



“By partnering with the city to support free, high-quality community events, your business becomes a driving force for connection, culture, and civic pride.”

Lilia Hansen

Mayor, City of Fort St. John

Cash and in-kind

Sponsorship Opportunities



Have you considered supporting a community event with your company's advertising dollars?

It's a WIN for you and the community

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

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

Through 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.*



SANTA CLAUS PARADE

December 6, 2025

\$3,000+

- Recognition as official sponsor of a event activity or service. (examples: hot chocolate, kids craft, medic, skating, signs)
- Logo recognition on activity signs at event
- Logo recognition on shared sponsor signage in Centennial Park
- Recognition on City of Fort St. John website with the company name
- Event supporter window decal to display at your business
- Opportunity for a custom activation during the event
- 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

This sponsorship package includes specific opportunities to support:

- ❑ SANTA CLAUS PARADE 2025
- ❑ WINTER FEST 2026
- ❑ CANADA DAY CELEBRATIONS 2026
- ❑ COMMUNITY AWARDS 2026

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

- Other city events
- Arts & Culture programs and partnerships
- Recreation activities and programs
- Facility ad spaces



Let's talk!

Communications Department
City of Fort St. John

250-787-8150
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February 2026

Each February, the city hosts 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 ACTIVITIES
- ❑ FIRE & ICE TOWER
- ❑ 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:

- Bonspiels
- Ice Fishing Derby
- Winter Scavenger Hunt
- Art or Activity Take-home Kits
- Jam Nights
- Dog Sledding
- Comedy Show
- Show Shoeing Activity
- Ice Skating
- Snow Art
- LED Light Displays
- Horse & Wagon Rides
- X-Country Skiing
- Seniors Dinner & Music
- Inner Tube Sliding
- Bowling
- Escape Room
- Art Nights
- Bouncy Castles
- Para Hockey

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 the next Winter Fest

Statistics taken from the 2023 public event survey.



URBAN
SYSTEMS

The Urban Systems activated their sponsorship with a team of volunteers onsite

Each ice
block weighs about
240 lbs

12,695
number of rides
down the ice slides

207 ice
blocks
were carved during
Winter Fest



AltaGas

The AltaGas team had a blast serving up fancy hot chocolate to the crowds



\$15,000+ SOLD

- **Exclusive recognition as the lead sponsor of the event**
- **Exclusive logo recognition as the lead sponsor on signage in Centennial Park**
- Registration for 1-3 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
- Verbal recognition on selected radio ads leading up to the event
- Event supporter window decal to display at your business
- Opportunity to provide activation through samples, promotion materials or product at event
- 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.*

2026 PRESENTING SPONSOR



PEACECOUNTRY
RENTALS

\$7,500+

- **Recognition as official sponsor of a main event activity.** (examples: ice slides, Festival Plaza activities, ice carvers, stage, micro-grants,)
- Registration for 1-2 people in the 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
- Opportunity to provide activation through samples, promotion materials or product at event
- 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, or on site medic services)
- 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.*



CELEBRATE CANADA DAY

JULY 1, 2026



Let's gather to celebrate Canada! 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 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
- Seniors BBQ and Entertainment
- Bowling
- Escape Room
- Face Painting
- Community BBQ



Save-On-Foods gets hands-on with customers by supplying free water at Canada Day

save on foods

142 L
of pancake batter
served!

33 parade
floats
entered each year
on average

- 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 next years event

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



\$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 activation through samples, promotion 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 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 activation through samples, promotion 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+

- 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/canada-day for guidelines and to register your float.





COMMUNITY AWARDS

September 2026

The Community Awards allow us to publicly recognize and honour the individuals, groups, and businesses whose talents, dedication, and generosity have greatly contributed to life in Fort St. John.

The 19th annual Community Awards will take place in September 2026.

The event includes awards for:

- ❑ CITIZEN OF THE YEAR AWARD
- ❑ YOUTH AWARD
- ❑ BUSINESS AWARD
- ❑ NON-PROFIT AWARD

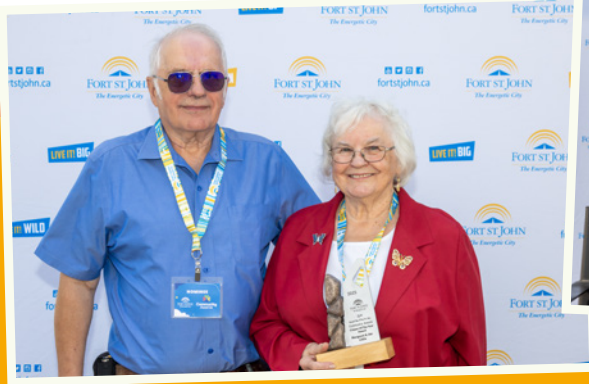
Nominations for this event are open from about May to July, and the awards are handed out on stage during the MooseFM Block Party in September.

Members of City Council take an active roll in this event, participating in nomination selection and handing out the awards on stage.



\$500+

- Recognition on City of Fort St. John website with your company logo
- Logo recognition on shared sponsor screen during the awards presentation
- Recognition by the Emcee during the awards presentation
- 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.*



2025 Citizen of the Year Award
– Margaret and Jim Little



2025 Non-Profit Award
– Fort St. John Hospital Auxiliary

Advertising Opportunities

Are you looking to get your brand in front of customers all year round? We have options for you!

Your company could:

- Fund a recreation activity, such as free skating, swimming, or bouncing beans
- Book an advertising space in the Pomeroy Sport Centre, North Peace Arena, or Kids Arena Fieldhouse
- Support a public art project, like a downtown mural



Let's talk!

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