

# Event Sponsorship Program

2026/2027



“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

# Event 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-kind support might be products or services you can offer an event, and we value this support equal to cash.

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. *Companies can 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.*

## Advertising

Are you looking to get your brand in front of customers year round?

We have options for you!

Your company could:



Fund a recreational activity, such as free skating, swimming, or Tumble Time



Book an advertising space in the Sport Centre, North Peace Arena, or Kids Arena Fieldhouse



Support a public art project — such as a downtown mural



Name a city park or facility



## Let's talk!

Communications Department  
City of Fort St. John

250-787-8150

[communications@fortstjohn.ca](mailto:communications@fortstjohn.ca)



CITY OF FORT ST. JOHN'S

# MUSIC IN THE PARK

FREE  
LIVE MUSIC  
JULY 9 & AUGUST 6



## NEW for 2026!

Deadline: May 31

We invite community partners and sponsors to support Music in the Park, a free outdoor concert series in Centennial Park, that brings people together through live music, local culture, and shared summer experiences.

Taking place on Thursday evenings, July 9 and August 6, 2026, this event offers meaningful opportunities to align your brand with arts, community connection, and regional talent.

The event also features:

- ARTISAN MARKET - highlighting local makers
- BEER GARDEN - serving up local brews

These elements enhance the guest experience and create additional engagement opportunities for sponsors.

*In the event of poor weather, concerts will move inside Festival Plaza.*

## \$3000 PER EVENT

- Recognition on City of Fort St. John website with the sponsor logo, including a hyperlink
- Recognition as lead sponsor on shared sponsor signs at the event
- Verbal recognition on stage
- 10x10 booth space available to promote your company
- Social media recognition (3x) during event promotions. *Facebook timeline post and Instagram posts.*
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

## \$500+

- Logo recognition on shared sponsor signage at the event
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*





**JULY 1, 2026**

**Deadline: May 31**

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

**New for 2026** – we're starting the celebration on June 30 with a movie in the park, food trucks, and an exciting drone show.

As an event sponsor, you will gain access to thousands of people who partake in activities all over Centennial Park.

Our July 1 event includes:

- ❑ PANCAKE BREAKFAST
- ❑ PARADE
- ❑ KIDS ZONE & INFLATABLES
- ❑ FOOD TRUCKS & FARMERS MARKET
- ❑ STAGE ENTERTAINMENT

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

**9142 L**  
of pancake batter served!



**33** parade floats  
entered each year on average

87% of attendees are from Fort St. John and Taylor

72% of attendees are 25-44 years old

94% of attendees had positive feedback for the event

50% of attendees enjoyed the community-led activities

94% of attendees plan to attend next years event

*Statistics taken from the 2025 public event survey promoted after the event.*

## \$10,000

- **Exclusive** recognition as the **presenting sponsor of the June 30 drone show and July 1 celebration**
- 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 signs or screens 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 for both events
- Opportunity to provide activation through samples, promotion materials or product at event
- Verbal recognition on stage
- 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 posts, timeline posts, stories, Instagram posts and stories.*
- Social media recognition (1x) on shared sponsor recognition after event. *Facebook timeline post and Instagram post.*

## \$5,000+

- **Recognition as official sponsor of an activity on July 1.** (examples: kids zone, inflatables, pancake breakfast or stage)
- 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 logo including a hyperlink
- 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
- Social media recognition tagged by company profile name (2x) throughout pre-event advertising. *Including, but not limited to Facebook 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.*

## FREE

### Enter a float in the parade!

Visit [fortstjohn.ca/canada-day](http://fortstjohn.ca/canada-day) for guidelines and to register your float.



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

**save on foods**





**September 2026** Deadline: August 15

**\$500+**

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.

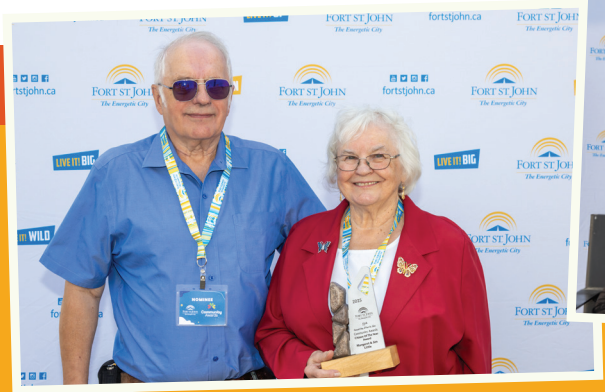
The event includes awards for:

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

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

Nominations for this event are open from 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.



2025 Citizen of the Year Award  
– Margaret and Jim Little



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

# SANTA CLAUS PARADE

December 6, 2026

Deadline: October 31

## \$3,000+

- Recognition as official sponsor of a event activity or service. (examples: hot chocolate, kids craft, free skating)
- 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](http://fortstjohn.ca/santa-parade) for guidelines and to register your float

**45** parade floats  
entered each year  
on average



**R36**

The R360 crew had a blast serving up hot chocolate tin Festival Plaza in 2025

# FORT ST. JOHN WINTER FEST

**February 2027**

**Deadline:  
December 15**

Each February, the city hosts Winter Fest to celebrate the longest season in the north. This festival includes professional ice carving and the popular 360° Slide Hill in Centennial Park, but also many community-led activities that are supported by our event team.

As an event sponsor, you will gain access to thousands of people who partake in activities in Centennial Park and out in the community throughout the entire month.

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

The event includes:

- ❑ ICE SLIDES & TOBOGGANING
- ❑ PROFESSIONAL ICE CARVING
- ❑ KIDS ACTIVITIES
- ❑ FIRE & ICE TOWER
- ❑ FREE ICE SKATING & RECREATIONAL ACTIVITIES
- ❑ FREE 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:

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

**85% of attendees are from Fort St. John and Taylor**

**70% of attendees are 25-44 years old**

**86% of attendees like the new month long format**

**85% of attendees will likely attend next years event**

**88% of attendees had positive feedback for the event**

*Statistics taken from the 2026 public event survey.*



**27,253**

number of rides down  
the 360° Slide Hill  
in 2026



**AltaGas**

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

Each ice block weighs about

**240 lbs**

**207 ice blocks**  
were carved during  
Winter Fest

### \$10,000+

- **Exclusive recognition as the lead sponsor of the event**
- **Exclusive logo recognition as the lead sponsor on signs at City operated events all month long**
- 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 select 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.*

### \$7,500+

- **Recognition as official sponsor of a main event activity.** (examples: 360° Sliding Hill, Festival Plaza activities, safety, ice carvers)
- 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 or kids craft)
- 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.*



The Urban Systems activated their sponsorship with donation of skating aids for the new outdoor ice surfaces in Kin Park

