

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.

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 Co-op 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





SANTA CLAUS PARADE

December 5, 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 for guidelines and to register your float

45 parade floats

entered each year on average







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



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

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.



$10,000+

- **<u>Exclusive</u> 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, Ice slides, 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.*



URBAN SYSTEMS

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



CELEBRATE CANADA DAY

JULY 1, 2027 **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.

We're starting the celebration on June 30 with entertainment 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.



142 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

- **<u>Exclusive</u> 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 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



Summer 2027

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.

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. Event dates TBD.

$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.*







Community Awards

September 2027

Deadline: August 15

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 20th annual Community Awards will take place in September 2027.

The event includes awards for:

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

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.

$500+

- 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.*



















Published October 2026