

PROPOSAL

2024

OLDSTRATHCONA.CA

7TH ANNUAL

WINTER
Whyte
LIGHT UP

SPONSORSHIP PACKAGE



Saturday
NOVEMBER 30, 2024

McIntyre Park
8331 104 Street



Introduction

Get ready to kick off the holiday season in style with the highly anticipated **Old Strathcona Business Association's 7th annual Winter Whyte Light Up festival** on **November 30, 2024!**

Join us as we come together to celebrate the magic of the season, with businesses, community & cultural organizations, musicians, visual artists, and roving performers all gathering to create unforgettable memories. Join us, and wander through a winter wonderland and a mosaic of fun and festivity.

Winter Whyte Light Up is a **FREE** event, made possible by the generosity and support of public funding and sponsorships. It's a family-friendly affair that's both thrilling and fun, promising to delight visitors of all ages with its festive charm and vibrant atmosphere.



Highlights

Get ready for an engaging lineup of new additions at this year's Winter Whyte Light Up festival! Check out what's in store!

New additions:

- We're lighting it up with an impressive stage decked out with electrifying production elements, serving as the ultimate gathering spot to showcase our incredible local talent.
- Join us as we team up with renowned community organizations like the Edmonton Jazz Festival Society, Fringe Theatre, Rapid Fire Theatre, and more, guaranteeing a party you won't want to miss!
- Indulge your taste buds with an array of delectable food and beverage offerings that'll satisfy every craving.
- Prepare to be dazzled by unique light installations and features crafted by our very own local artists, transforming our streets into a mesmerizing wonderland!

Numbers:

- The Old Strathcona Farmers Market offers various evening vendors, hot snacks, a giant 14ft+ live xmas tree, and holiday decorations! Talk about a bustling event!
- We had a whopping 18 community organizations spreading joy and goodwill!
- Let's not forget the heartwarming contributions: mountains of food collected for the food bank and heaps of clothes gathered for those in need!
- Plus, we gave a stage to 14 incredible performers and artists who captivated our hearts and souls!

Social Media & Website



26.2K reach, 6 posts (organic and paid)
Total Followers: 9.3K



16.6K reach, 6 posts (organic)
14.9K reach, 43 stories (organic)
Total Followers: 19.2K | Threads: 2.8K



WWLU Webpage: 5.2K views
WWLU Event Listing: 1.7K views

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Sponsor Opportunities



Winter Whyte Light Up Festival offers an array of unique sponsorship opportunities tailored to your business's goals. Here are just a few:

Stage Sponsorship: Your business banner prominently displayed on the main stage, stealing the spotlight!

Powered By Sponsorship: Let everyone know your support powers the magic of the festival, ensuring an unforgettable experience for all.

Light Up Sponsorship: Stand out by naming a breathtaking light art installation and/or projection mapping, created by a local visual artist and sure to leave a lasting impression.

Warming Area Sponsorship: Keep attendees cozy by sponsoring a section of fire pits and seating, providing a warm and inviting atmosphere.

Onsite Activation Sponsorship: Help us turn the park gazebo into a snow globe, or activate the Backstreet with some entertainment. The possibilities are endless!

In Kind Donations: Help us keep the magic alive with in-kind sponsorship for stage production, power equipment, lighting, security services, and volunteer snacks.

Sponsorship Benefits:

- Onsite Visibility: Set up shop, run contests, and engage with the community at your very own booth, spreading the joy of your business.
- Local Business Features on Social Media: We will highlight all sponsors leading up to the event, showcasing your support for our vibrant community.
- Speaking Opportunities: Take center stage with speaking slots during our epic opening and closing receptions!
- Event Promotion and Social Media Features: Have your logo featured on all of the event's promotional material and social media posts, as well the Old Strathcona website, ensuring maximum visibility.



DON'T MISS OUT ON THE CHANCE TO BE PART OF
SOMETHING TRULY MAGICAL!

JOIN US FOR WINTER WHYTE LIGHT UP
AND LIGHT UP THE NIGHT TOGETHER!



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