

# Winter *Whyte* Light Up



## SPONSORSHIP OPPORTUNITIES

Saturday, November 28, 2026  
McIntyre Park, 8331 104 Street



[oldstrathcona.ca](http://oldstrathcona.ca)  
[@oldstrathcona](https://www.instagram.com/oldstrathcona)



# About the Festival

Winter Whyte Light Up presented by the Old Strathcona Business Association (OSBA) is a signature holiday celebration that transforms Old Strathcona into a glowing hub of music, art, food, culture, and community. Drawing over 3,000 attendees annually, the event brings Edmontonians together in one of the city's most iconic districts.

This free, family-friendly event features festive light displays, live entertainment, outdoor fire pits, rides on the iconic Edmonton streetcar, and interactive activities for all ages.

2026 promises to be our most diverse festival yet - and your support makes it possible!





# Why Sponsor Winter Whyte?

- 3,000+ event attendees
- Main demographic: adults aged 25-44
- 57.7K+ social media reach during WWLU
- 8.2K website views on event pages

As a sponsor, you'll play a vital role in lighting up the season and supporting a beloved tradition that continues to grow in popularity and impact each year. This is an opportunity to align your brand with an event that fosters local culture, drives winter foot traffic, and brings joy to the community in Edmonton's historic Old Strathcona neighbourhood.





# 2026 Highlights

Live Main Stage featuring local and emerging musicians;

Drag performances, improv, carolers, and roving performers;

Dazzling light art installations from Edmonton-based artists;

Fire pits, warming zones, and family-friendly activities;

Streetcar rides, Indigenous activations, and interactive, cultural workshops;

Community collaborations with Old Strathcona Farmers' Market, Edmonton Public Library, Edmonton Streetcar, and more!





# The Numbers

The Old Strathcona Business Association utilizes a mix of digital and traditional advertising mediums for year-round and event specific marketing, with a primary focus on Instagram and website. As a sponsor, your brand would reach each of these audiences.



Instagram

Followers:

21.3K

Content Views:

612.4K



Facebook

Followers:

9.4K

Content Views:

672.8K



Website

Visits: 158K

WWLU Page: 8.2K

4<sup>th</sup> Most Viewed Page





# Presenting Sponsor

## “Powered By”

Be the name behind the magic!

Sponsorship Value: \$10,000

Your brand will get:

- Exclusive event naming rights
- Inclusion in OSBA press release, including company quote
- Main Stage speaking opportunity during opening remarks
- Sponsor recognition by MC as the title sponsor on the Main Stage (3x)
- Inclusion in rotating sponsors slide on Main Stage
- Prominent logo placement across all promotional materials and signage
- Sponsor recognition on social media channels (4x)
- Curated blog (2x) and WWLU webpage content (1x), highlighting brand with click-through links



# Entertainment Sponsor

## Main Stage + Roving Acts

Fuel the sounds of the season!

Sponsorship Value: \$7,000

Your brand will get:

- Inclusion in OSBA press release
- MC recognition on the Main Stage as the Entertainment Sponsor (3x)
- Inclusion in rotating sponsors slide on Main Stage and on stage and performance signage
- Brand logo placement on digital and print promotional materials
- Sponsor recognition on social media channels (3x)
- Curated blog (1x) highlighting brand with click-through links
- Opportunity to host on-site activation beside Main Stage



# Light Up Sponsor

## Light Installations

Shine bright with Instagram-able winter art!

Sponsorship Value: \$6,000

Your brand will get:

- Inclusion in OSBA press release
- MC recognition on the Main Stage as the Light Up Sponsor (2x)
- Inclusion in rotating sponsors slide on Main Stage
- Brand logo placement on digital and print promotional materials
- Sponsor recognition on social media channels (2x)
- Curated blog (1x) highlighting light installations + artists with sponsor recognition and logo placement, including click-through links
- Opportunity to host on-site activation near installations





# Cultural Sponsor

## Indigenous Programming

Champion truth, tradition, and connection!

Sponsorship Value: \$5,000

Your brand will get:

- Inclusion in OSBA press release
- MC recognition on the Main Stage as the Cultural Sponsor
- Inclusion in rotating sponsor of the Main Stage
- Brand logo on event email and print promotional materials
- Sponsor recognition on social media channels (2x)
- Curated blog highlighting Indigenous programming and your company's commitment to diversity and reconciliation with click-through links
- Opportunity to host on-site activation

Sold



# Volunteer Sponsor

## Food + Beverage

Be the brand that fuels our volunteers, performers & crew with hot food and drink!  
Sponsorship Value: \$1,500 in-kind.

Your brand will get:

- Inclusion in rotating sponsors slide on Main Stage
- Brand recognition on the volunteer hospitality station
- Brand logo placement on digital and print promotional materials
- Logo inclusion on all volunteer communications
- Sponsor recognition on social media channels (1x)



# On-Site Activation Sponsor

Connect your brand with the community!

Sponsorship Value: \$1,200

Your brand will get:

- Inclusion in rotating sponsors slide on Main Stage
- Dedicated on-site space for your company to set up a booth
- Option to host interactive activity or giveaway branded swag
- Brand logo placement on digital and print promotional materials
- Sponsor recognition on social media channels (1x)



# Warming Area Sponsor

Keep the magic toasty & warm!

Sponsorship Value: \$1,000

Your brand will get:

- Inclusion in rotating sponsors slide on Main Stage
- Sponsor signage at fire pit warming areas
- Brand logo placement on digital and print promotional materials
- Option to giveaway swag or provide hot drink vouchers
- Sponsor recognition on social media channels (1x)



# *In-Kind & Custom Packages*

Support Winter Whyte Light up through vital services or materials such as:

- Stage production and lighting equipment
- Power and infrastructure equipment
- Marketing and paid advertising
- Arts and community programming
- Security and site logistics
- Food/beverage donations for volunteers, performers, and staff
- Branded materials or winter supplies



# Embrace Edmonton's Winter City Identity

## Be Part of the Festival

Sponsoring Winter Whyte Light Up means more than brand visibility — it's a chance to invest in local culture, connect with a vibrant community, and create lasting winter memories.

To confirm your sponsorship or discuss a custom partnership, contact:

Annie Winters, Manager of Marketing & Public Relations.

E: [annie@oldstrathcona.ca](mailto:annie@oldstrathcona.ca)

P: 587-525-7970

W: [oldstrathcona.ca](http://oldstrathcona.ca)

IG: [oldstrathcona](https://www.instagram.com/oldstrathcona)

