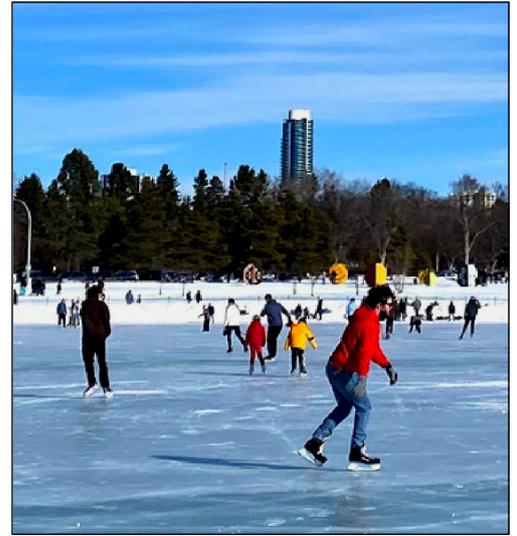


# SILVER SKATE

## 2022 PARTNERSHIP PACKAGE



***We create winter experiences!***

**Silver Skate Festival Society**

10212 112 St, Edmonton, Alberta, T5K 1M4

**Phone:** 780-488-1960

**Email:** [partnerships@silverskatefestival.org](mailto:partnerships@silverskatefestival.org)

**Our Mission:**

“To provide a free family-oriented winter celebration blending arts, culture, recreation and sport showcasing various skating disciplines and promoting outdoor activities in Alberta.”

# HELP US CREATE WINTER EXPERIENCES!

The Silver Skate Festival is a 10-day, family-oriented festival that runs each February. Rooted in Dutch winter traditions, the festival combines sport (especially skating), arts and culture, and recreation. The Silver Skate Festival is the longest-running winter festival in Edmonton. Over the years, it has grown in leaps and bounds, from a small skating event to a large-scale winter extravaganza.

The festival takes place in William Hawrelak Park where 68 hectares are transformed into a community hub for all. Visitors from all over the world participate in the array of activities that the festival offers such as live music, snow shoe races, fire sculptures, family fun zones, as well as a Heritage Village which includes Indigenous and Métis winter shelters.

Our attendance continues to increase as our audience reach also expands. Visitors travelling more than one hour to the capital region make up over 26% of our audience. The majority of our visiting audience could be best described as: “families of four or more, with household incomes greater than \$75,000 per year where one or more of the adults in the home is 25-54 years old and works in a professional or managerial role.”



Throughout 2020 and 2021, The Silver Skate Festival Society worked closely with Alberta Health Services, Environmental Public Health to modify our programming and create outdoor winter opportunities that were safe for Edmontonians and complied with current Provincial Orders and Guidelines. This February, we launched our new website to focus on the essence of our programming that encouraged self-discovery of artistic installations and recreational activities.

Despite the restrictions this past year, we successfully presented Silver Skate “Create your Winter Experience,” welcoming over 70,000 guests to Hawrelak Park between February 12-21, 2021.

**This year, we are busy planning for Silver Skate 2022. We do not know for sure what the festival will look like in February but are currently working on multiple levels of programming to stay within necessary guidelines and honour our partnerships to the highest level.**



## SEARCHING FOR A TITLE SPONSOR

After an incredible 31 year partnership with Northgate Industries the Silver Skate Festival is looking for a new **"Title Sponsor"**. We would love to talk to you about this amazing opportunity.

# SIGNATURE EVENTS

Partner with us to bring these events to the Silver Skate Festival and help us create winter memories!

## International Snow Sculpture Symposium

*(sponsored by Waiward in 2021)*

**\$3K/TEAM (8 TEAMS) OR ALL FOR \$20K**

Teams of 2-3 artists local and international will transform 8-ft high, 8-ft wide and 8-ft deep blocks of snow into magical creations. When they are finished, eight artworks will create an ephemeral sculpture garden for audiences to enjoy for the duration of the festival.

## Fire Sculptures

**\$3K/TEAM (6 TEAMS)**

This spellbinding spectacle of light provides a grand finale to a day of outdoor fun. Support our Fire Artists.

## Snow Daze School Program

**\$10K**

As the Snow Daze School Program continues to grow in popularity, we continue to add more days. 5 days of activities include recreational activities, snow sculpting, and Aboriginal programming in the Indigenous Winter Camps.

## Heritage Village

**\$10K**

A celebration of Edmonton's rich culture heritage which features pioneer, francophone and aboriginal pieces. Our Heritage Village also has indigenous winter experiences which includes an interpretive center of Indigenous and Métis Winter Shelters.

## Silver Skate Folk Trail

*(sponsored by Imperial Oil in 2021)*

**\$3K/TEAM (6 TEAMS)**

Each year the Silver Skate Folk Trail is loosely based on a folk tale. We invite the public to explore lantern, light, snow and ice installations which transform the deep dark woods into an enchanted world. Along the trail, a cast of colourful characters reveal a magical story.

## Recreation Zone

**\$10K**

Enable us to provide visitors with free crosscountry ski and snowshoe rentals

## Light and Sound Installations

**\$3K-\$5K**

Support a local Edmonton Artist by sponsoring a installations to animate and illuminate parts of our site.

## Lantern Making Workshop

**\$5K**

A lantern making workshop is held in the late afternoons in preparation for an evening lantern procession to the fire sculpture installations.

## Free Family Fun Zones

**\$15K**

Free winter activities with an epic ice slide, snow maze and much more!

## Performers in the Park

**\$5K/DAY (7 DAYS) OR  
\$30K FOR THE WHOLE WEEK**

Sponsor an evening of live entertainment on our main stage.

# SPORTING EVENTS

## Edmonton Winter Triathlon

*(sponsored by Mammoet)*

**\$10K**

Challenges all levels of athletes to run, skate and ski to frosty victory.

## Snow Shoes Races

**\$5K**

Canada's fastest growing winter sport. Stay fit, get outside, and enjoy Edmonton's winter wonderland.

## Skate Races

**\$10K**

Skates races which attract local, national and international athletes that compete in 1 hour, 10km and 1km races.

## Kortebaas Sprint Race

**\$5K**

Traditional speed-skating sprint races held outdoors where the winner wins a ham and bragging rights.



# SPECIAL EVENTS

## Everything Under the Rainbow

**\$5K**

LGBTQ-focused evening which includes activities such free skates rentals, s'mores, drum circles and much more.

## Spirits on Ice

**\$5K**

Unique outdoor drink and food tasting event with live music inside a heated tent.



# PARTNERSHIP BENEFITS

## PLATINUM SKATER - 15K+

- **Your logo** included on the Silver Skate home page.
- **Your logo** on handbills for the festival.
- Space available on festival site for **company advertising** or **on-site activation**.

*...and everything else below!*

## GOLD SKATER - 10K+

- Prominent display of **your company banner** at a prime location on festival grounds.
- **Your logo** on billboard advertising.

*...and everything else below!*

## SILVER SKATER - 5K+

- Opportunity to **partner on an event** and have **your logo and/or name** on event website page and event signage.
- **Spirits On Ice** tasting tickets.

*...and everything else below!*

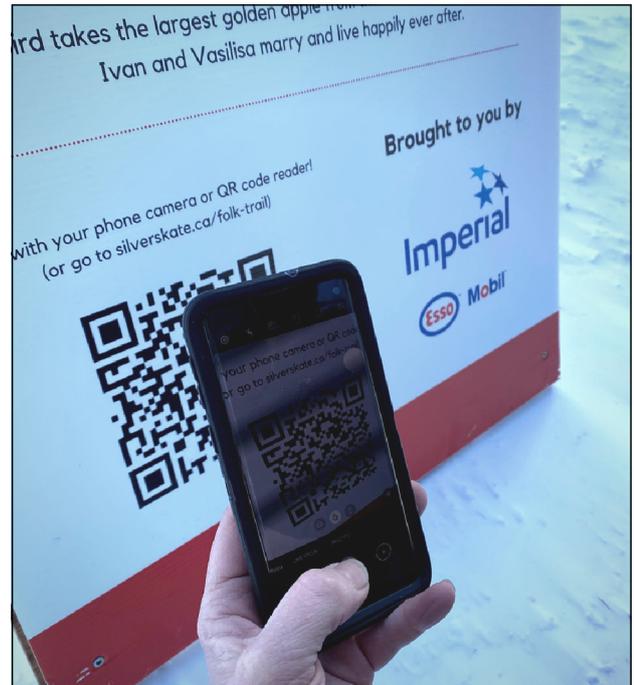
## BRONZE SKATER - 3K+

- Your **logo** on all posters for the festival.

*...and everything else below!*

## LITTLE SKATES

- Opening reception invitation with networking opportunities with fellow community-minded partners.
- Your company listed and linked on the Silver Skate website Partners page.
- Social media cross-promotion via Instagram, Facebook and Twitter.



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*We want to talk to you and will be connecting with you soon. Let's work together to create a dynamic partnership that benefits everyone!*