

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

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.

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!