

WESTERNER DAYS 2025 SPONSORSHIP OPPORTUNITIES PACKAGE



ABOUT WESTERNER DAYS

Westerner Days is Central Alberta's premier celebration, uniting the community through culture, play, and shared experiences for all ages. Over five unforgettable days, the event showcases live entertainment, thrilling rides, local talent, and interactive attractions that bring people together and celebrate the spirit of our region.

As a partner, you'll connect with a vibrant, engaged audience and help celebrate community pride. Join us in creating lasting memories and making an impact!

ABOUT WESTERNER PARK

Westerner Park, where community connections thrive, and celebrations come to life! We're more than just a venue - we're the pulse of unforgettable experiences, the epicenter of cherished memories, and the cornerstone of vibrant community spirit.

403.343.7800
westernerdays.ca

METRICS THAT MATTER A little taste of Westerner Days 2024

50,000 ATTENDEES

271K Social Engagements

1 MILLION Social Impressions

31 Artists & Entertainers

35 Market Vendors

34 Midway Rides

1,882 Volunteer Hours
98 Volunteers

289K Website Visits



SPONSORSHIP OPPORTUNITIES

	Westerner Days Presenting Partner \$20,000	Westerner Days Parade Partner \$10,000	District Stage Experience Partner \$10,000	RCMP Musical Ride Partner \$8,000	Kidventure Pavilion \$7,000	Junction Pavilion \$7,000	Junction Emerging Artist Stage \$7,000	Agventure Pavilion \$7,000	Market & Central Alberta Pavilion \$7,000	Guest Services \$5,000	Volunteer HQ \$6,000	Food Truck Zone \$5,000	Lanyards \$3,000	Golf Carts \$2,500
Available Opportunities	1	1	1	1	1	1	5	1	1	1	2	1	1	3
PRINT ADVERTISING														
Westerner Daily Quick Guide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Westerner Days Adventure Guide	✓	✓	✓	✓										
Fence Scrim	✓	✓	✓	✓	✓	✓		✓	✓					
On Site Signage	✓	Parade Banner	Stage Signage	Centrium Digital Signage	Kidventure Signage	Junction Signage	Emerging Artist Signage	Agventure Signage	Market & CAB Signage	Guest Services Signage	Volunteer HQ Signage	Food Truck Zone Signage		Signage on Golf Carts
DIGITAL ADVERTISING														
Exterior Digital Screens	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Content on Digital Displays	✓	✓	✓	✓										
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓		
Email Blasts (Logo)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Press Release - Quote Inclusion	✓	✓	✓	✓										
19 Street Sign	✓	✓	✓	✓										
ACTIVATIONS														
Guest Give Away (Sponsor Cost)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Market Booth (10' x 10' Inside)	✓	✓	✓	✓	✓	✓		✓	✓					
ADMISSION PASSES														
Daily Admission Passes	100	50	50	30	20	20	5	20	20	10	15	10	5	5
VIP 5 Day Access	25	10	10	5	5	5	5	5	5	5	5	5		
Preferred Parking Passes	5	2	2	2										

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PONY CHUCKWAGON & CHARIOTS SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor \$10,000	Wagon Champion Buckle \$6,000	Chariot Champion Buckle \$3,000	Dash for Cash \$3,000	Stars of Tomorrow \$1,500	Best Dressed Wagon \$1,000	Infield Partner \$2,000
Available Opportunities	1	1	1	1	1	1	unlimited
ADVERTISING							
Logo on Daily Race Program	✓	✓	✓	✓	✓	✓	✓
Westerner Days Adventure Guide	✓	✓	✓	✓	✓	✓	✓
Fence Scrim	✓						
On Site Signage	✓	✓	✓	✓			
Company Mentions by Announcer (daily)	✓	✓	✓	✓	✓	✓	✓
Company Mentions on Radio Broadcast	✓	✓	✓	✓	✓	✓	✓
Exterior Digital Screens	✓	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓						
Email Blasts (Logo)	✓						
ACTIVATIONS							
Guest Give Away (Sponsor Cost)	✓						
ADMISSION PASSES							
Daily Admission Passes	50	15	5	5	5	5	5
VIP 5 Day Access	10	5	3	2	1	1	2
Preferred Parking Passes	2	2	2	2	2	2	2