2027 SPONSORSHIP PACKAGE

SKIJORING
WESTERNER PARK



NEW

APRÈS IN THE PRAIRIES

A WEEKEND OF WINTER FESTIVITIES

FEB 27-28 2027

- SKIJOR COMPETITION
- KIDS ACTIVITY ZONE
- SHOPPING
- COZY EATS & DRINKS
- BEER GARDENS

Westerner Park


SKIJORING
WESTERNER PARK
A Great Event Needs Great Partners
Date: February 27 - 28, 2027
Location: Westerner Park Racetrack
Divisions/Events: Open, Novice & Big Air
Where Winter Thrills Meet Prairie Spirit
Skijoring Westerner Park returns February 27-28, 2027, bringing high-speed competition and winter festival fun together for an unforgettable weekend.
Experience the excitement of horses and skiers racing through snow-covered courses, then keep the celebration going at Après in the Prairies. Guests can explore the Trading Post Market, enjoy family-friendly activities in the Outpost Family Fun Zone, discover winter treats and food vendors, and gather at the Basecamp Beer Gardens.
From signature experience naming rights to on-site activations and prominent event recognition, your organization can become part of a winter tradition built around excitement, community and authentic prairie hospitality.

SPONSOR BENEFITS

	Skijoring				Aprés in the Prairies	
Benefits	**Platinum $7500-$5000**	**Gold $2500**	**Silver $1000**	**Bronze $500**	**Gold $2500**	**Silver $1000**
Tickets to the VIP spectator Tent	(10)	(6)	(4)	(2)	(6)	(4)
Corporate Announcement During Event	✓	✓	✓	✓	✓	✓
Advocate thank you	✓	✓	✓	✓	✓	✓
Digital Screen at Event	Premium	✓	✓	✓	✓	✓
Logo placed on Website	Premium	✓	✓	✓	✓	✓
Event/ Activation naming	✓	✓			✓	
Prize presentation	✓	✓			✓	
Feather Flags or Banner Provided by Sponsor	Both	Banner	Banner	Banner	Banner	Banner
Name placed on all Marketing Materials	✓					
Social Media	Dedicated recognition	Dedicated recognition	Sponsor recognition	Thank-you recognition	Dedicated recognition	Sponsor recognition

Skijoring Partnership

PLATINUM $7500 - $5000

10 VIP Spectator Tent tickets

Premium website, digital-screen and announcer recognition

Premium naming rights

Prize presentation and on-site activation opportunities

Dedicated social media and applicable marketing recognition

Red Deer Advocate and post-event thank-you recognition

Official Partner designation, category exclusivity where applicable, and first right of renewal

GOLD $2500

6 VIP Spectator Tent tickets

Website, digital-screen and announcer recognition

Naming rights to one available signature event element

Prize presentation and on-site activation opportunities

Dedicated social media recognition

Red Deer Advocate and post-event thank-you recognition

Official Event Partner designation

SILVER $1000

4 VIP Spectator Tent tickets

Website, digital-screen and announcer recognition

1 sponsor provided banner

Inclusion in grouped social media recognition

Red Deer Advocate and post-event thank-you recognition

BRONZE $500

2 VIP Spectator Tent tickets

Website and event digital-screen, and announcer recognition

Red Deer Advocate recognition

Inclusion in post-event sponsor thank-you recognition

Aprés in the Prairies
Winter Festival Experience Partners

SIGNATURE EXPERIENCE PARTNER – $2500

Available experiences may include:
Naming rights to one available signature festival experience

The Trading Post Market
The Outpost Family Fun Zone
Chalet Basecamp Beer Gardens
Another mutually agreed-upon signature festival experience

Opportunities are limited and available on a first-come, first-served basis.

6 VIP Spectator Tent tickets

Website, digital-screen and announcer recognition

2 event signage placements - sponsor-provided banners or flags

Opportunity for an on-site activation

Dedicated social media recognition

Recognition on the festival map

Red Deer Advocate and post-event thank-you recognition

Official Event Partner designation

FESTIVAL EXPERIENCE PARTNER – $1000

Available opportunities may include: Recognition as the partner of one available festival activity or amenity

Kids' Zone
Festival Food Area
Warming Area
Seating or Rest Area
Another mutually agreed-upon festival activity or amenity

Opportunities are limited and available on a first-come, first-served basis.

4 VIP Spectator Tent tickets

Website, digital-screen and announcer recognition

1 event signage placement - sponsor provided banner

Inclusion in grouped social media recognition

Recognition on the festival map

Red Deer Advocate and post-event thank-you recognition