

CENTREFEST STREET PERFORMER FESTIVAL

SPONSORSHIP OPPORTUNITIES
2023 - 2024



ABOUT CENTREFEST

THE CENTREFEST STREET PERFORMER FESTIVAL WAS FIRST BORN IN THE SUMMER OF 2003 WITH THE GOAL OF BRINGING THE COMMUNITY TOGETHER IN CELEBRATION OF RED DEER'S DOWNTOWN CORE, ENRICHING FAMILY AND COMMUNITY CONNECTION. THIS BELOVED ANNUAL SUMMER FESTIVAL HAS GROWN TO BECOME ONE OF CENTRAL ALBERTA MOST LOVED EVENTS, WELCOMING ALL AGES TO ENJOY DIVERSE TALENTS AND PERFORMERS FROM AROUND THE GLOBE. WORLD CLASS ARTISTS, PERFORMERS, AND STREET ACTS COMBINE TO CREATE AN AWE-INSPIRING EVENT THAT AMAZES ATTENDEES WITH OUTRAGEOUS AND INGENIOUS PERFORMANCES. HAVE A LAUGH, ENJOY THE FOOD TRUCKS, SHOP THE LOCAL ARTISANS, AND LEARN NEW CIRCUS SKILLS LIKE JUGGLING, STILT WALKING, SPINNING PLATES, AND MORE! WITH ENTERTAINMENT, FOOD, FACE PAINTING, ACTIVITIES, AND MUCH MORE... WE'VE GOT IT ALL!





WITH YOUR SUPPORT

We are able to spread joy to Central Albertans through a one-of-a-kind celebration of art, culture, and community.

Our non-profit society works diligently year-round to bring this event to life year after year, but of course, it wouldn't be possible without the generous support of sponsors like you.

Thank you for your consideration in becoming a valued sponsor of this festival.

CORE VALUES

- Growth and Celebration
- Building Community
- Economic and Social Benefits
- Community Sharing
- Building Spirit, Awareness and Relationships

MISSION OF CENTREFEST

We provide an all-access celebration of arts and culture in the heart of downtown Red Deer with a nucleus of world-class street performers surrounded by local arts and cultural performers and events.



GOALS

- To provide the community with a world-class summer festival in downtown Red Deer.
- To build community through participation in arts and cultural events.
- To provide a venue for the celebration and appreciation of local and international performers in the City of Red Deer.
- To develop local partnerships in promotion of the community
- To promote the downtown core & enhance local tourism



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP: \$10 000

- ENHANCED SOCIAL MEDIA RECOGNITION WITH MENTIONS IN EVERY POST PROMOTING CENTREFEST 2024.
 - A ½ PAGE AD IN EVENT PROGRAM, LOGO FEATURED ON WEBSITE, AND ALL EVENT MATERIALS INCLUDING VOLUNTEER T-SHIRTS AND OTHER PRINT PROMOTIONAL PRODUCTS, & EMAIL BLASTS
 - INCLUDED AS THE PRESENTING SPONSOR IN ALL LOCAL RADIO ADVERTISEMENTS
 - PREMIER SIGNAGE FEATURED AROUND OUR CIRCLE SHOW PERFORMANCE AREA(S) AND IN SHARED SPONSOR SIGNAGE AROUND SITE.
 - 20 VOUCHERS REDEEMABLE AT THE EVENT FOR A COMMEMORATIVE BAG, REFILLABLE WATER BOTTLE, AND \$10 FOOD TRUCK CREDIT (VALID FOR CENTREFEST WEEKEND 2024)
 - OPTION TO HAVE A FREE BOOTH/ACTIVATION ON SITE – UP TO A 10 X 20 SPOT (IF DESIRED) TO ENHANCE ATTENDEE ENGAGEMENT WITH YOUR BUSINESS
 - VOLUNTEER OPPORTUNITIES IF DESIRED TO ENHANCE LOCAL & TEAM ENGAGEMENT
- INSTITUTION EXCLUSIVITY**

ONLY 1 AVAILABLE



SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP: \$5000

- THE CIRCUS WORLD SITE WILL BE BRANDED WITH YOUR NAME ON BANNERS AND SIGNAGE IN THIS FAMILY PLAY AREA
- ENHANCED SOCIAL MEDIA RECOGNITION PROMOTING CENTREFEST 2024.
- LOGO FEATURED ON WEBSITE, EVENT PROGRAM, EVENT POSTERS, MATERIALS & EMAIL BLASTS
- INCLUDED AS A SPONSOR IN ALL LOCAL RADIO ADVERTISEMENTS
- INCLUSION ON SHARED SPONSOR SIGNAGE AROUND SITE.
- 10 VOUCHERS REDEEMABLE AT THE EVENT FOR A COMMEMORATIVE BAG, REFILLABLE WATER BOTTLE, AND \$10 FOOD TRUCK CREDIT (VALID FOR CENTREFEST WEEKEND 2024)
- OPTION TO HAVE A FREE BOOTH/ACTIVATION ON SITE – UP TO A 10 X 10 SPOT (IF DESIRED) TO ENHANCE ATTENDEE ENGAGEMENT WITH YOUR BUSINESS
- VOLUNTEER OPPORTUNITIES IF DESIRED TO ENHANCE LOCAL & TEAM ENGAGEMENT
- INSTITUTION EXCLUSIVITY

ONLY 1 AVAILABLE



SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP: \$2500

- CHANGE EXCHANGE/ WATER WORLD / OR 50-50 RAFFLE AREA WILL BE BRANDED WITH YOUR NAME ON BANNERS AND SIGNAGE
- ENHANCED SOCIAL MEDIA RECOGNITION PROMOTING CENTREFEST 2024.
- LOGO FEATURED ON WEBSITE, EVENT PROGRAM, EVENT POSTERS, MATERIALS & EMAIL BLASTS
- INCLUDED AS A SPONSOR IN ALL LOCAL RADIO ADVERTISEMENTS
- INCLUSION ON SHARED SPONSOR SIGNAGE AROUND SITE.
- 6 VOUCHERS REDEEMABLE AT THE EVENT FOR A COMMEMORATIVE BAG, REFILLABLE WATER BOTTLE, AND \$10 FOOD TRUCK CREDIT (VALID FOR CENTREFEST WEEKEND 2024)
- OPTION TO HAVE A FREE BOOTH/ACTIVATION ON SITE – UP TO A 10 X 10 SPOT (IF DESIRED) TO ENHANCE ATTENDEE ENGAGEMENT WITH YOUR BUSINESS
- VOLUNTEER OPPORTUNITIES IF DESIRED TO ENHANCE LOCAL & TEAM ENGAGEMENT

ONLY 3 AVAILABLE



SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP: \$10000

- SOCIAL MEDIA RECOGNITION
- LOGO ON EVENT PROGRAM, WEBSITE, EMAIL BLASTS, AND ON SPONSOR RECOGNITION SIGNAGE ON SITE
- 4 VOUCHERS REDEEMABLE AT THE EVENT FOR A COMMEMORATIVE BAG, REFILLABLE WATER BOTTLE, AND \$10 FOOD TRUCK CREDIT (VALID FOR CENTREFEST WEEKEND 2024)
- VOLUNTEER OPPORTUNITIES IF DESIRED TO ENHANCE LOCAL & TEAM ENGAGEMENT

BRONZE SPONSORSHIP: \$500

- SOCIAL MEDIA RECOGNITION
- LOGO ON WEBSITE AND BUSINESS NAME LISTING ON SPONSOR RECOGNITION SIGNAGE ON SITE
- 2 VOUCHERS REDEEMABLE AT THE EVENT FOR A COMMEMORATIVE BAG, REFILLABLE WATER BOTTLE, AND \$10 FOOD TRUCK CREDIT (VALID FOR CENTREFEST WEEKEND 2024)
- VOLUNTEER OPPORTUNITIES IF DESIRED TO ENHANCE LOCAL & TEAM ENGAGEMENT



SPONSORSHIP OPPORTUNITIES

RAFFLE SPONSOR

- DONATION OF PRIZE GIFT CARD OR SERVICE WITH A RETAIL VALUE OF \$200-\$250**
- LOGO ON RAFFLE TABLE SIGNAGE**
- BUSINESS NAME MENTIONED IN RAFFLE LIST ON SOCIAL MEDIA AND EVENT PROGRAM**
- 2 VOUCHERS REDEEMABLE AT THE EVENT FOR A COMMEMORATIVE BAG, REFILLABLE WATER BOTTLE, AND \$10 FOOD TRUCK CREDIT (VALID FOR CENTREFEST WEEKEND 2024)**
- VOLUNTEER OPPORTUNITIES IF DESIRED TO ENHANCE LOCAL & TEAM ENGAGEMENT**



THANK YOU!



LEARN MORE ABOUT CENTREFEST:
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