

2026

COMMUNITY

EVENTS

SPONSORSHIP



LLOYDMINSTER





JOIN US IN 2026!

The City of Lloydminster offers a wide range of events for residents at many of our facilities and parks.

We are a vibrant and active community with inclusivity at the heart of our local identity. We are proud of our programs, events and facilities and are committed to providing a welcoming recreational experience for all guests. With over 30,000 residents, Lloydminster boasts opportunities for business members, non-profit organizations and residents to get involved in. Anyone who has moved here, knows that community comes first in Lloydminster. By sponsoring community events that are free to attend, you give everyone the opportunity to enjoy what Lloydminster has to offer.

It truly is the best place to live, work and play!



“The people working within the City of Lloydminster marketing/ advertising department are very professional, knowledgeable and work hard to ensure their community events run smoothly. This in turn brings a good image for those associated with local events, such as corporate sponsors who help finance the planned activities. We like to be associated with events that have a positive impact within the community of Lloydminster, and events like Fall Fest and Winterfest create a lot of memories and moments for the community and our staff who volunteer.”

Ryan Deis, CPA, CA
Partner, L&A CPA LLP





Winterfest

lloydminster.ca/Winterfest

As a Family Day tradition, Winterfest is hosted annually at multiple City of Lloydminster facilities for the community to enjoy and be active together. This event features family-friendly indoor and outdoor activities for all ages!

FEB

16

Sponsorship prices are subject to GST



SOLD

\$3,500

EXCLUSIVE RECOGNITION	COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY		
Official Presenting Sponsor [Winterfest presented by (Company Name)]	Directional signage (3+ year agreements only)	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name	Radio ads	Day-of event announcements	Display company's banner	Provide company representative volunteers	Activation samples, promotion material or product

\$1,250

COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY		
	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (4x)		Day-of event announcements	Display company's banner	Provide company representative volunteers	Activation samples, promotion material or product

\$500

COMPANY NAME INCLUDED				VERBAL RECOGNITION VIA	
	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (2x)	Day-of event announcements



Streetfest

👉 lloydminster.ca/Streetfest

Celebrate the diversity of Lloydminster's downtown core as we enjoy the annual Streetfest celebration! Stroll down the closed-off downtown streets and experience family-friendly activities for all ages. We'll have a variety of street vendors, food trucks, entertainment, Kids Zone activities and more throughout the event.

JUNE

6

Sponsorship prices are subject to GST

\$3,500

EXCLUSIVE RECOGNITION	COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY				
Official Presenting Sponsor [Streetfest presented by (Company Name)]	Directional signage <i>(3+ year agreements only)</i>	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name	Radio ads	Day-of event	Display company's banner	Showcase product at vendor booth	Provide company representative volunteers	Activation samples, promotion material or product	Speak at Busk Stop

\$1,250

EXCLUSIVE RECOGNITION	COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY				
Official Zone Sponsor <i>(Kid's Zone, Adventure Zone etc.)</i>		All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (4x)		Day-of event	Display company's banner	Showcase product at vendor booth	Provide company representative volunteers	Activation samples, promotion material or product	Speak at Busk Stop

\$500

COMPANY NAME INCLUDED					VERBAL RECOGNITION VIA	
	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (2x)		Day-of event



Canada Day

lloydminster.ca/CanadaDay

JULY

1

Let's gather as a community in Bud Miller All Seasons Park to proudly celebrate Canada's birthday! Honour the nation's pride, culture and heritage while we provide live music, fireworks, entertaining stage performers, children's activities, food vendors and so much more!

SOLD

PRESENTING SPONSOR **\$7,500**

co-operators

Anderson Insurance Group

Sponsorship prices are subject to GST

\$3,500

EXCLUSIVE RECOGNITION	COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY			FOOD/BEVERAGE
Official Zone Sponsor (Adventure Zone, Kids Zone, Main Stage and Fireworks)	Directional signage (3+ year agreements only)	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (8x)	Radio ads	Day-of event stage	Display company's banner	Provide company representative volunteers	Activation samples, promotion material or product	Slice of pizza and refreshment for 15 people at the event

\$2,000

COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY			FOOD/BEVERAGE
Directional signage (3+ year agreements only)	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (6x)		Day-of event stage	Display company's banner	Provide company representative volunteers	Activation samples, promotion material or product	Slice of pizza and refreshment for 10 people at the event

\$500

COMPANY NAME INCLUDED					VERBAL RECOGNITION VIA		OPPORTUNITY			FOOD/BEVERAGE
Directional signage (3+ year agreements only)	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (2x)		Day-of event stage				Slice of pizza and refreshment for 6 people at the event



Heritage Day

👉 lloydminster.ca/HeritageDay

This Heritage Festival celebrates and commemorates our history and heritage. Lloydminster and area residents are invited to learn how people lived over 100 years ago and pay homage to the pioneers who settled Lloydminster!

AUG

3

Sponsorship prices are subject to GST

\$3,500

EXCLUSIVE RECOGNITION	COMPANY LOGO RECOGNITION				VERBAL RECOGNITION VIA		OPPORTUNITY			
Official Presenting Sponsor [Heritage Day presented by (Company Name)]	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name	Radio ads	Day-of event stage	Display company's banner	Provide company representative volunteers	Activation samples, promotion material or product	Speak on main stage

\$1,250

COMPANY LOGO RECOGNITION				VERBAL RECOGNITION VIA		OPPORTUNITY		
All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (4x)		Day-of event stage	Display company's banner	Provide company representative volunteers	Activation samples, promotion material or product

\$500

COMPANY NAME INCLUDED				VERBAL RECOGNITION VIA	
All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (2x)		Day-of event stage



Fall Fest

👉 lloydminster.ca/FallFest

Celebrate the harvest season at Bud Miller All Seasons Park with everything from live music, to a hay maze, wagon rides, face painting, petting zoo and corn roast. We will have lots of family-friendly activities available for all ages.

SEPT

12

Sponsorship prices are subject to GST

\$3,500

EXCLUSIVE RECOGNITION	COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY		
Official Presenting Sponsor [Fall Fest presented by (Company Name)]	Directional signage <i>(3+ year agreements only)</i>	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name	Radio ads	Day-of event stage	Display company's banner	Provide company representative volunteers	Activation samples, promotion material or product

\$1,250

COMPANY LOGO RECOGNITION					VERBAL RECOGNITION VIA		OPPORTUNITY	
	All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (4x)	Radio ads	Day-of event stage	Display company's banner	

\$500

COMPANY NAME INCLUDED				VERBAL RECOGNITION VIA	
All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (2x)		Day-of event stage



Culture Days

🖱️ lloydminster.ca/CultureDays

The City of Lloydminster's Culture Days celebrates local creativity and community spirit through interactive workshops, performances, and cultural experiences. Residents are encouraged to explore, learn, and connect with the people and traditions that shape our city.

SEPT
29 / **30**

Sponsorship prices are subject to GST

\$500

COMPANY NAME INCLUDED				VERBAL RECOGNITION VIA	
All print and ad materials	Event signage	City of Lloydminster website sponsor name including hyperlink	Social media recognition tagged by company profile name (2x)		Day-of event stage



“As a locally owned and operated co-operative retailer, our commitment to the community is at the core of who we are. Members together, growing community, is not just our mission statement but a way of life. Much like how we provide top-quality goods and services with a focus on compassionate customer service, we are equally dedicated to being a community builder. This commitment extends to our enthusiastic support of the City of Lloydminster’s family-oriented special events, where we actively contribute to the moments where memories are made.”

Emelie Currie

Director of Marketing and Community Relations,
Lloydminster & District Co-op



LLOYDMINSTER

COMMUNITY EVENTS

CONTACT US TODAY!

sales@lloydminster.ca

780-875-6184 Ext.1010

Gift in kind contributions will be recognized at 25% less face value than financial contributions.

