

EDMONTON CHRISTMAS MARKET SPONSORSHIP OPPORTUNITIES



BLINDMAN BREWING, OUR OFFICIAL 2024 'SIP' SPONSOR

**BE A PART OF THE
MAGIC IN 2025**



Highlights

2024
EDMONTON
CHRISTMAS
MARKET

X
2024

BY THE NUMBERS

INCREASED CLICK RATE BY 362.7%

1.7 MILLION
ENGAGEMENTS **REACH**

\$1.2 SPENT ON
ADMISSION &
EXPERIENCES, **SOLD OUT**
MILLION **BOOTHES** DWELL
TIME 2.5 H

FOOD & BEV \$539,000 **CONSUMER SPEND**

AVERAGE SALE OF
\$19 PER CUSTOMER

41,000 PATRONS

\$5 MILLION **ECONOMIC RECORD**
CONSUMER SPEND **IMPACT SALES WEEK #3**
ON LOCAL BRANDS

175 UNIQUE VENDORS

30% TRANSFER RATE ON TICKETS

BETWEEN NOV 28 TO DEC 15.

Despite record-low temperatures, freezing rain, and a challenging economy, the 2024 Edmonton Christmas Market welcomed over 41,000 patrons. The third week of the festival broke records for both attendance and sales.

SHOP, SIP, EAT, PLAY & GIVE.



ECM 2024



SIP

Sherbrooke Liquor and Blindman Brewing collaborated to deliver a standout beverage experience at the Edmonton Christmas Market. Over 12,000 drinks—both alcoholic and non-alcoholic—were served through the curated bar program, adding warmth and cheer to every corner of the festival.



SHOP

In just 14 days, the vendor market generated over \$5 million in local spending, directly supporting Alberta's small businesses and creative entrepreneurs



EAT

ECM showcased 14 local concession vendors in 2024, up from 9 the previous year.

Across just 14 days, these culinary partners generated a combined \$539,000 in gross sales, feeding both festival-goers and the local economy.

PLAY

With 160+ performances and 75+ local artists engaged, the Edmonton Christmas Market brought the spirit of the season to life on every stage. More than \$200,000 was invested into Edmonton's arts scene, supporting musicians, performers, and cultural groups.



2024 DETAILS

SIP PROGRAM

In 2024, the SIP Program generated over \$150,000 in gross beverage sales, showcasing strong consumer demand and brand visibility opportunities for our partners. Breakdown of Sales:

- \$150,000 gross sales in beverage sales in 2023
- \$48,095 gross cocktail sales
- \$26,048 gluhwein sales
- \$15,817 spice apple cider
- \$54,510 beer sales
- \$8,000 in pretzel sales (bar snacks)

UNITED WAY

ECM partnered with United Way to "Fill the Polar Express" with winter essentials in support of the Coats for Kids campaign. Over the 2022 and 2023 seasons, the campaign collected more than 800 items—warm coats, gloves, and other winter gear—all donated directly to local families in need.

EDMONTON FOOD BANK

The Edmonton Christmas Market has proudly supported the Edmonton Food Bank since its earliest days as the Holiday Bazaar. Through years of collaboration, ECM has helped collect thousands of pounds of food and essential items for local families in need. In 2023 alone, over 500 lbs of donations were received on-site—continuing a tradition of giving that's been part of our story since 2019.

PLAY PROGRAM

- 2022 ECM worked with 7 local theatre groups to showcase 13 different shows investing \$54,000 into our PLAY Program.
- 2023 ECM worked with 3 local theatre groups with an increased the amount of shows each group did. ECM invested \$85,000 into our PLAY Program.
- 2024 ECM worked with 5 local theatre groups with an increased the amount of shows each group did. ECM invested \$132,000 into our PLAY Program.
- In the next 3 years we plan to invest \$400,000 into our PLAY Program.

GIVE PROGRAM

Beyond supporting local businesses, ECM believes in giving where you live. Since 2022, we've partnered with the same three community organizations—raising \$19,000 in 2023 alone to support their important work and initiatives.

EDMONTON CHRISTMAS BUREAU

Thanks to ECM's partnership with the Edmonton Christmas Bureau, thousands of families received vital support during the holiday season.

Impact at a Glance:

- \$10,471.50 in monetary donations
- 1,800 holiday hampers distributed
- 11,617 families received grocery gift cards
- 6,367 youth received Walmart gift cards

Together, we helped make the season brighter for families across the city.

XMASMRKT



2025 XMASMRKT^{YEG} SPONSORSHIP PACKAGES

November 29th, 2025 to
December 21st, 2025

UNWRAP THE
OPPORTUNITY
THAT IS RIGHT
FOR YOU.



Contact

Name Danica Koller
Phone 780 - 862 - 2172
Website www.yegxmasmarket.com
Email manager@yegxmasmarket.com

2025
SEASON

OUR APPROACH

As the Edmonton Christmas Market continues to evolve into a thoughtfully curated experience for Edmontonians and visitors alike, we remain committed to a collaborative and inclusive approach to sponsorships and partnerships.

Our focus is on creating meaningful opportunities for brands to co-create unique, experience-driven activations that reflect the spirit of the market. We believe the best partnerships are built on shared values and mutual benefit—bringing together businesses in creative ways to deliver something truly special for our guests.

THE DETAILS

The Edmonton Christmas Market returns to Fort Edmonton Park for four magical weeks beginning November 2025!

With 60% of vendor stalls already sold out and our beloved food and beverage partners returning for a fourth year, momentum is strong as we prepare for our biggest season yet.

We're excited to build on the success of 2024—welcoming back partners who were instrumental in our growth and inviting new collaborators to join the journey. This holiday season, we invite guests to SHOP, SIP, EAT, PLAY, and GIVE—and new for 2025, we're introducing EXPLORE, a sixth pillar designed to further enrich the guest experience and deepen partnership opportunities.



TITLE SPONSOR: LEAD THE CELEBRATION

OPPORTUNITY

Join us in spreading holiday magic to thousands of families this season. As Title Sponsor, your brand will take center stage with naming rights to the Edmonton Christmas Market—appearing as: Edmonton Christmas Market presented by [Your Company].

You'll receive premium recognition across on-site signage, digital channels, promotional campaigns, and all event materials.

SPONSOR BENEFITS

- Logo Placement on Main Entrance Signage
- Prominent Visibility on All Digital Assets
- Dedicated Partner Profile on YEGXmasMarket.com
- Strategic Social Media Recognition, Including:
 - Regular Mentions Across ECM's Platforms
 - Inclusion in Influencer Collaborations
- Tailored Press Release Featuring Your Company
- VIP Access and Invitations to Media Night
- Complimentary Admission Passes for Personal or Promotional Use
- Branded Photo Stop Activation as the Main Feature Backdrop





'POWERED BY' SPONSOR: HELP LIGHT THE WAY

\$20,000
2 available

OPPORTUNITY

Ignite the festivities this holiday season. As a Powered By Sponsor, your support helps light up the market—keeping the heaters humming, pathways glowing, and the entire site warm and inviting for every guest.

You'll be recognized across the market grounds and online as a key infrastructure partner powering the 2025 Edmonton Christmas Market experience.

SPONSOR BENEFITS

- Logo Placement on Main Entrance Signage
- Prominent Visibility on All Digital Assets
- Dedicated Partner Profile on YEGXmasMarket.com
- Strategic Social Media Recognition, Including:
 - Regular Mentions Across ECM's Platforms
 - Inclusion in Influencer Collaborations
- Tailored Press Release Featuring Your Company
- VIP Access and Invitations to Media Night
- Complimentary Admission Passes for Personal or Promotional Use
- Branded Photo Stop Activation On-Site



ARTS & CULTURE SPONSOR: WHERE TALENT TAKES THE STAGE

\$20,000
2 available

OPPORTUNITY

As an Arts & Culture Sponsor, you'll help bring the soul of the Edmonton Christmas Market to life—through music, movement, and creative expression.

Your support enables us to spotlight Alberta's rich cultural landscape, featuring local musicians, bands, dancers, and live art that captivate and connect with thousands of attendees.

Sponsors will be prominently recognized on-site and across digital channels as key contributors to the vibrancy and success of the 2025 festival.

SPONSOR BENEFITS

- Logo Placement on Main Entrance Signage
- Logo Featured Across Digital Marketing Assets
- Dedicated Partner Profile on YEGXmasMarket.com
- Choice of One Enhanced Exposure Opportunity:
 - Social Media Recognition
 - Campaign with Social Media Influencers
 - Inclusion in a Tailored Press Release
- VIP Access & Media Night Invitations
- Four Passes to a Capitol Theatre Performance
- Branded Photo Stop Activation On-Site

PROGRAM SPONSORS



'SIP' CHRISTMAS SPIRITS SPONSOR RAISE A GLASS WITH US

With more than \$250,000 in beverage sales across 2023 and 2024, drinks remain a cornerstone of the Edmonton Christmas Market experience.

As a SIP Sponsor, your brand will be prominently featured at beverage stations and recognized as a key supporter of this festive—and highly visible—element of the event.

SPONSOR BENEFITS

- Exclusive Rights Over the Festival's Bar Menu
 - Optional Co-Branding Opportunities with Featured Drinks
- Choice of One Enhanced Exposure Opportunity:
 - Social Media Recognition
 - Campaign with Social Media Influencers
- Logo Placement Across Digital Marketing Assets
- Logo Inclusion on Wayfinding Signage
- Optional Branded Photo Stop Activation



'SHOP' MARKET SPONSOR SUPPORT LOCAL BUSINESS

With over 200 rotating vendors featured across 12 festive days, the Edmonton Christmas Market is a vibrant celebration of local entrepreneurs, makers, and small businesses.

As a SHOP Sponsor, your support directly fuels this thriving vendor community—helping us highlight diverse creators from Edmonton and beyond, and offering shoppers a marketplace filled with heart, craftsmanship, and holiday magic.

SPONSOR BENEFITS

- Logo Placement on Digital Marketing Assets
- Logo Featured on Wayfinding Signage
- Inclusion in a Curated, Program-Specific Press Release
- Optional Branded Photo Stop Activation

PROGRAM SPONSORS



\$10,000

2 available

'EAT' WORKSHOPS AND CULINARY EXPERIENCES CELEBRATE THE SEASON THROUGH FOOD

Food is at the heart of the Edmonton Christmas Market—connecting guests through flavour, tradition, and shared experience.

As an EAT Sponsor, your support brings unforgettable culinary moments to life, both at the festival and around the city. From chef-led dinners and artisanal pairings to cozy, hands-on workshops and festive food pop-ups, you'll help create experiences that nourish community and spark holiday joy.

SPONSOR BENEFITS

- Naming Rights on Culinary Workshops and Food Experiences
- Choice of Either:
 - Social Media Recognition, or
 - Influencer Marketing Collaboration
- Logo Placement on On-Site Signage
- Logo Placement on Digital Marketing Assets
- Optional Branded Photo Stop Activation

'PLAY' SPONSOR BRING THE FESTIVAL TO LIFE

Over three festive weeks, the Edmonton Christmas Market comes alive with free, family-friendly programming, featuring over 100 local artists, musicians, and performers. In both 2022 and 2023, we invested \$40,000 annually to spotlight local talent and create magical moments.

As a PLAY Sponsor, you'll help us animate stages, roaming entertainment, and interactive zones across multiple venues—bringing joy to guests of all ages and supporting the creative community at the heart of ECM.

SPONSOR BENEFITS

- Logo on Signage (Including Stages or Exhibitions)
- Logo on Digital Assets, with Digital Co-Branding
- Curated Program-Specific Press Release
- Optional Branded Photo Stop Activation



\$5,000+

3 available

OTHER OPPORTUNITIES



\$2,500 +

SANTA'S HELPERS A CUSTOM FIT FOR YOUR HOLIDAY GOALS

Looking for something a little different? The Santa's Helpers sponsorship is designed for partners who want to support the Edmonton Christmas Market in a way that's tailored to their brand, goals, and budget—big or small. We'll work with you to create a flexible, meaningful partnership that brings holiday magic to life.

SPONSOR BENEFITS

- Flexibility on Contribution
- Choose 2 of the Following:
 - Logo on Digital Assets
 - Social Media Recognition
 - Photostop Activation
 - Curated Program-Specific Press Release

NEED A HAND CHOOSING THE RIGHT SPONSORSHIP?

TAKE A LOOK AT THE NEXT PAGE FOR A SIDE-BY-SIDE BREAKDOWN OF WHAT EACH OPPORTUNITY INCLUDES.



Overview

[CHOOSE 2]

	TITLE	POWERED BY	ARTS AND CULTURE	'SIP'	'SHOP'	'EAT'	'PLAY'	SANTA'S HELPER
Logo on Main Entrance Signage	X	X	X					
Logo on Digital Assets	X	X	X	X	X	X	X	X
Logo on Signage + Program Specific	X			+ X	+ X	+ X	+ X	
Partner Profile on YegXMasMarket.com	X	X	X					
Social Media Recognition	X	A - OR -	A - OR -	A - OR -		A - OR -		X
Social Media Influencer Collab	X	B	B	B		B		
Tailored Press Release Feature + Program Specific	X	X	X		+ X		+ X	+ X
VIP Access & Media Night	X	X	X					
Free Admission Passes + Capitol Theatre Access	X	X	+ X					
Photostop Activation + Optional	X	X	X	+ X	+ X	+ X	+ X	X
Exclusive Rights Over Bar Menu				X				
Naming Rights on Workshops						X		

Let's Connect



**WE'RE EXCITED TO COLLABORATE WITH YOU!
DON'T SEE AN OPTION THAT FITS YOUR
ORGANIZATION?**

**PLEASE REACH OUT TO OUR GENERAL
MANAGER, DANICA KOLLER, TO EXPLORE HOW
YOU CAN GET INVOLVED WITH THE EDMONTON
CHRISTMAS MARKET.**

Contact Danica Koller
Phone 780 - 862 - 2172
Website www.yegxmasmarket.com
Email manager@yegxmasmarket.com