

BE PART OF THE TRADITIONS PEOPLE RETURN TO

2026
SEASON

PROUDLY SPONSORED BY

Travel
Alberta
Canada 

BLINDMAN
— BREWING —

PARTNER WITH THE
XMASMRKT 



WE TURN HOLIDAY TRAFFIC INTO TRADITION



WHO ITS FOR

A HIGH-INTENT HOLIDAY AUDIENCE

Families, couples, and groups actively seeking experiences—coming to shop, explore, and spend. A returning, tradition-driven audience that values quality, local, and seasonal moments.

WHERE IT HAPPENS

A HOLIDAY DESTINATION DESIGNED FOR RETURN

Edmonton Christmas Market at Fort Edmonton Park

A tourism anchor built for longer stays and repeat visits.

WHEN IT RUNS

FOUR WEEKS OF COMPOUNDING DEMAND

Nov 27 – Dec 20, 2026

A sustained run that builds momentum and return traffic.

Running weekly, Thursday thru Sunday.

OPERATING HOURS

BUILT AROUND PEAK BEHAVIOUR

Thursdays: 4-8 PM

Fridays: 4-10 PM

Saturdays: 12-10 PM

Sundays: 12-8 PM

XMASMRKT YEG

PARTNER EXPERIENCE

THE OPPORTUNITY

Edmonton Christmas Market is returning to Fort Edmonton Park for four high-demand weeks beginning November 2026.

Momentum is clear.

- Strong year-over-year growth
- High vendor and partner retention
- Increasing out-of-region visitation

With the majority of vendor spaces already secured, demand remains high!

In 2026, we continue to expand the experience across our pillars — **SHOP, SIP, EAT, PLAY,** and **GIVE** — with new opportunities to integrate brands in ways that drive visibility, engagement, and return visits.

HOW PARTNERS SHOW UP

Brands don't sit on the sidelines. They're part of the experience.

The Edmonton Christmas Market is designed for brands to integrate, not interrupt, creating moments that guests engage with, share, and return to.

The strongest partnerships are co-created and rooted in shared values, creative execution, and meaningful presence on-site.

THE SEASON STARTS HERE

The Edmonton Christmas Market isn't just an event—it's a destination and holiday tradition.

We transform historic Fort Edmonton Park into an immersive, story-driven Christmas village where people come to gather, celebrate, and return to.

The experience brings together community, culture, and curated local commerce, designed to draw people in and keep them there.

This is where supporting local becomes part of the tradition.

PARTNERSHIP OPPORTUNITIES ARE LIMITED — CURATED TO MAINTAIN THE INTEGRITY AND DELIVERY OF THE EXPERIENCE TO OUR PATRONS.



WHY BRANDS INVEST HERE

THIS IS A
HIGH-VOLUME,
HIGH-ENGAGEMENT
ENVIRONMENT WHERE
BRANDS ARE
EXPERIENCED—NOT
JUST SEEN

ATTENDANCE & ECONOMIC REACH

45,000+

Total attendees in 2025
With growth expected
for 2026

\$5M+

Local economic impact
for vendors
2025 Season

8.5 ACRES

Festival footprint across
Fort Edmonton Park
4 weeks of activation

2.5+ HRS

Average onsite
customer dwell time
High engagement
environment

DIGITAL & MEDIA PERFORMANCE

1.3M

Video views in
season window
↑ 288% from 2024

127K

Total social engagements
↑ 169% from 2024

158K

Website visits during
season
↑ 35% year-over-year

3%

Engagement rate on
content
1.3pts above industry
benchmark

AUDIENCE THAT SHOWS UP & SPENDS

↑ 115%

Growth in out-of-Edmonton
website visits
Regional & national
audience expanding

\$120K+

Est. avg. household income
of attendees
High-intent holiday
spending audience

150+

Local Alberta makers & vendors
\$500K+ in culinary sales alone

PROGRAMMING THAT DRIVES ENGAGEMENT

**400+ PROGRAM
TOUCHPOINTS**

Driving continuous movement,
discovery, and engagement across
the festival

**MULTI-GENRE
PROGRAMMING**

Music, art, culinary, family, and
nightlife experiences attracting
diverse audiences

**DAY-TO-NIGHT
EXPERIENCE**

Programming that transitions
the festival from daytime family
visits to evening social energy

This isn't just a market.
It's where people come to
celebrate the season.

And where brands become
part of that story—year
after year.

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**IT DOESN'T FEEL
LIKE DECEMBER
UNTIL YOU'RE HERE.**

X 2025

DIGITAL SNAPSHOT

OCTOBER 1 – DECEMBER 21, 2025

1.3 MILLION VIDEO VIEWS ↑ 288% FROM '24

127,527 ENGAGEMENTS ↑ 169% FROM '24 

3% ENGAGEMENT RATE 1.3% ABOVE BENCHMARK FOR EVENT-BASED CONTENT



IN OUTSIDE OF EDMONTON WEBSITE VISITS

115% INCREASE

158,000 WEBSITE VIEWS 35% YOY INCREASE

28,514 LINK CLICKS ↑ 142% FROM '24



A GROWING AUDIENCE. RISING MOMENTUM.

Through focused and strategic marketing efforts, the Edmonton Christmas Market continues to expand its reach, engagement, and audience year-over-year, building sustained attention before, during, and after the festival.

For partners, this means access to an audience that is not only growing — but actively planning where to go, what to experience, and where to spend during the most meaningful season of the year.

A DESTINATION BUILT FOR IMPACT



VISIBILITY AT SCALE

Show up in a high-traffic, high-attention environment.

- 50,000+ attendees across 4 weeks
- 8.5-acres of immersive, activated footprint (indoor and outdoor)
- 1.3M+ video views
- 158K website visits

Your brand is seen consistently, not once.

MEANINGFUL ENGAGEMENT

Be part of moments people actually participate in.

- Dwell time of 2+ hours
- 500+ programming touchpoints
- Interactive activations across the site
- JUNO award winning + local entertainment

This isn't passive exposure—it's active participation.

ACCESS TO A BUYING AUDIENCE

Connect with people who are there to spend.

- \$120K+ average household income
- \$500K+ in on-site culinary sales
- Strong local + growing destination audience

High intent. High conversion potential.

BRAND ALIGNMENT & EXPERIENCE

Position your brand inside a premium seasonal destination.

- Curated vendors, programming, and design
- Strong emotional connection with guests
- Recognized as a leading, award-winning winter festival

Your brand becomes part of the experience—not an interruption.

FLEXIBLE INTEGRATION

Show up in a way that fits your brand.

- Custom activations
- Digital + on-site presence
- Program-specific partnerships

From subtle presence to full activation, we build it with you to align iwth your brand, goals and values.

A DESTINATION THAT DRIVES TRAVEL

Guests don't just attend—they plan, travel, and return.

- 1 in 10 visits result in overnight stays
- 4,000+ overnight visits driving airline, hotel, dining, and local spend
- 35% of ticket purchasers come from outside the Edmonton area

This is proven movement from discovery to travel.



DESIGNED FOR DISCOVERY. BUILT FOR MOVEMENT.

SHOP. SIP. EAT. PLAY. GIVE.
Every pillar pulls guests forward — and brings them back again.



SHOP

Curated vendor paths invite browsing, discovery, and repeat passes.

Generating over \$5M in local spending, the festival drives meaningful engagement with over 150+ Alberta makers and brands across multiple venues — both indoor and outdoor.



SIP

Warm drinks and gathering spaces create natural pause points and connection.

With 12,000+ beverages served, the bar program becomes a central place guests return to throughout their visit.



GIVE

Join us in supporting Edmonton charities, helping those in need, and spreading holiday cheer.

Learn more about charitable giving opportunities at the Edmonton Christmas Market and make a difference today!



EAT

Food turns a visit into a culinary destination experience guests plan for — with offerings and menus exclusive to the festival.

With 14+ vendors and \$500K+ in sales, culinary offerings create moments where guests pause, gather, and stay.

PLAY

Live theatre. Live music. Festive feasts. Artist activations. Hands-on magic — all create the energy guests move toward.

Over 160+ performances and 75+ local artists bring the site to life across multiple stages. Each day reveals new ways to play and celebrate in style.

WHERE BRANDS MOVE FROM BEING SEEN TO BEING REMEMBERED

2026 PARTNERSHIP
OPPORTUNITIES

XMASMRKT YEG

TAKE YOUR PLACE IN THE SEASON



TITLE SPONSOR



YOUR ROLE IN THE FESTIVAL

As the **exclusive Title Sponsor**, your brand becomes the name behind the season — integrated across the full Edmonton Christmas Market Powered By "X" experience.

From first impression to final moment, your brand is woven into how guests arrive, explore, and remember the season.

This isn't just visibility. It's your brand at the center of the holiday season.

WHAT THIS UNLOCKS FOR YOUR BRAND

Own the Season

- Naming rights: Edmonton Christmas Market presented by [Brand]
- Brand presence across key entry points
- Main entrance signage integration

Be Seen Across the Festival

- Featured across digital channels and campaign assets
- Dedicated partner feature on YEGXMASmarket.com
- Strategic social media and influencer integration

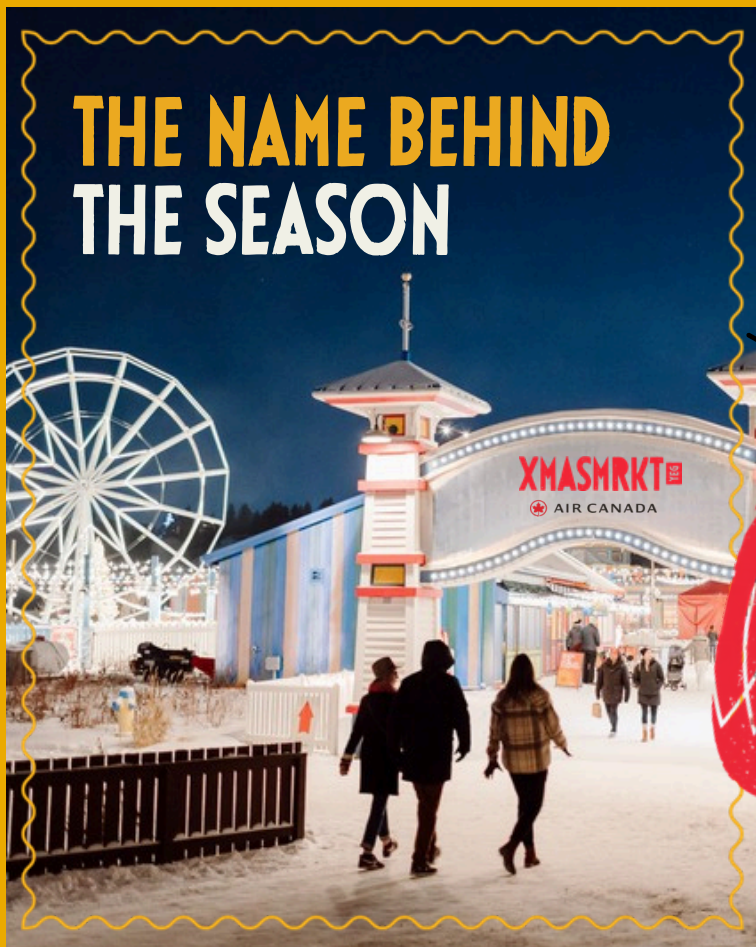
Be Experienced by Guests

- Branded photo activation as a central guest touchpoint
- Inclusion within high-traffic experiential moments across the site

Extend Beyond the Festival

- VIP access and invitations to media and partner events
- Press release inclusion and brand storytelling opportunities
- Complimentary passes for hosting and engagement

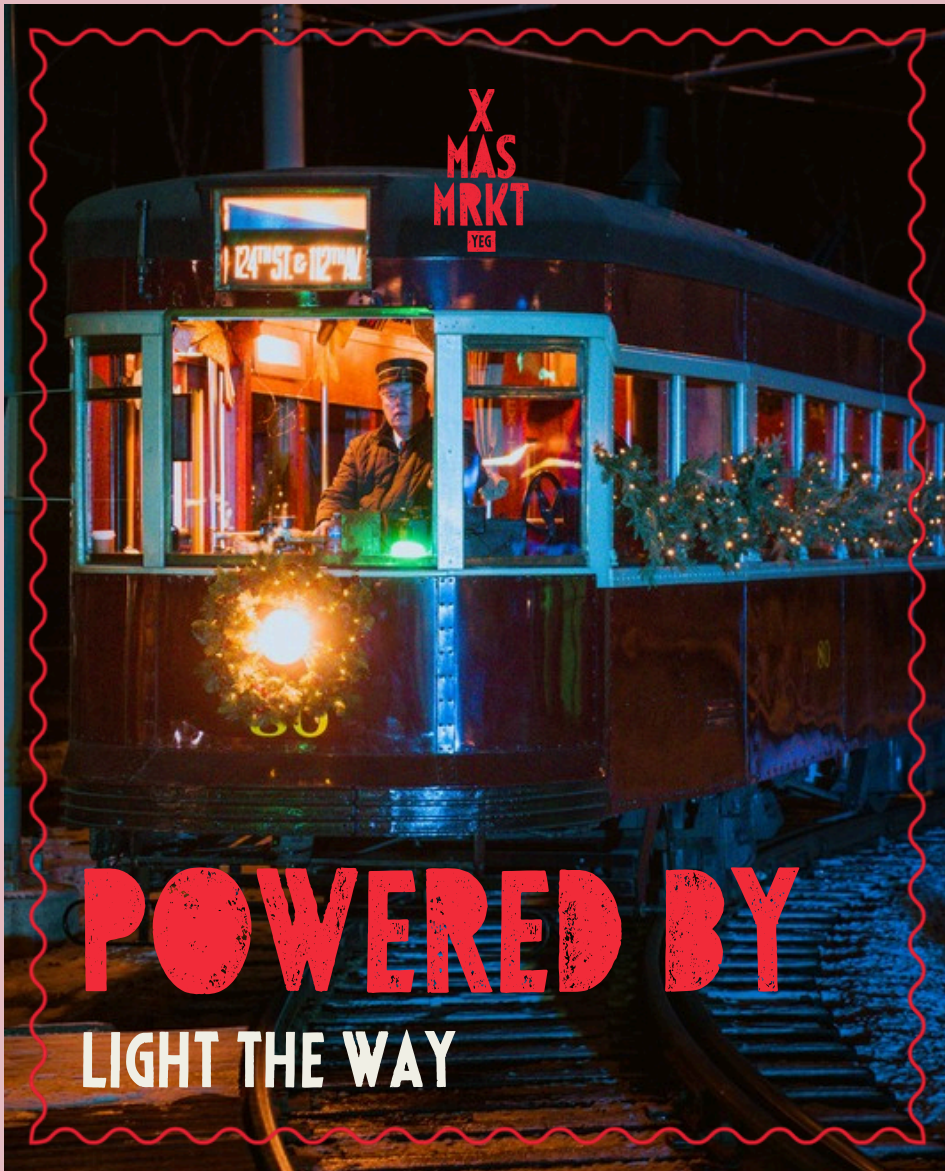
THE NAME BEHIND THE SEASON



TITLE PARTNERSHIP

\$60,000

Exclusive — one Title Sponsor per season



POWERED BY
LIGHT THE WAY

HOW YOUR BRAND SHOWS UP ONSITE

Be Seen at Arrival

- Logo placement on main entrance signage
- Presence across key entry points

Be Seen Across the Season

- Visibility across digital and campaign assets
- Dedicated partner feature on YEGXMASmarket.com
- Social and influencer integration

Be Experienced On-Site

- Branded photo activation
- Integration into high-traffic moments

Extend Beyond the Festival

- Press release and storytelling opportunities
- VIP access and media night invitations
- Complimentary passes

YOUR ROLE IN THE FESTIVAL

Shape how the season feels.

As the **Powered By** partner, your brand brings the market to light by illuminating pathways, gathering spaces, and the moments guests move through.

From first arrival to final wander, your presence is felt across the site — warm, visible, and woven into the experience.

THIS IS WHERE YOUR BRAND DOESN'T JUST APPEAR — IT BECOMES PART OF THE ATMOSPHERE.





HOW YOUR BRAND SHOWS UP ONSITE

Be Seen On Stage

- Logo presence at performance areas
- Integration into stage signage and programming

Be Seen Across the Season

- Visibility across digital and campaign assets
- Dedicated partner feature on YEGXMASmarket.com
- Social and influencer integration

Be Experienced By Guests

- Association with live performances and cultural programming
- Presence in high-dwell, high-engagement moments

Extend Beyond the Festival

- Media, PR, and storytelling opportunities
- VIP and performance access
- Complimentary passes

YOUR ROLE IN THE FESTIVAL

Bring the talent of the season to life with **Live On Stage**.

As the Stage partner, your brand sits at the center of live performance — music, movement, and moments that gather crowds and create atmosphere across the site.

From intimate sets from JUNO award winning artists, to high-energy performances, your presence is felt wherever guests stop, stay, and engage.

THIS IS WHERE YOUR BRAND FUELS THE CULTURAL HEARTBEAT OF THE MARKET.



PROGRAM PARTNERSHIPS

BUILT FOR BRANDS TO LIVE INSIDE THE MOMENTS GUESTS SPEND THE MOST TIME IN.

SHOP



\$5,000

LIMITED —
4 PARTNERS

WHERE DISCOVERY HAPPENS

Shopping is where people slow down — and stay longer than planned. As the SHOP partner, your brand is woven into the browsing experience, present in the moments where guests discover, linger, and purchase.

This is where your brand becomes part of what people take home.

HOW YOUR BRAND LIVES IN THE EXPERIENCE

- Presence across festival signage, vendor rows, and key pathways
- Integration into discovery zones and wayfinding touchpoints
- Visibility within high-traffic browsing and shopping areas
- Featured across digital campaigns and vendor storytelling content
- Inclusion in curated press and media highlighting local makers
- Integration into vendor zones and peak shopping moments
- Optional branded activation within discovery areas

SIP



\$15,000

LIMITED —
2 PARTNERS

RAISE A GLASS WITH US

Drinks are where people gather — and where they linger.

This is where your brand becomes part of the holiday cheers people return for.

HOW YOUR BRAND LIVES IN THE EXPERIENCE

- Integrated across beverage stations, bars, and menus
- Co-branded drink opportunities and seasonal features
- Presence within high-dwell gathering spaces across the site
- Feature across digital campaigns and social content
- Inclusion in curated press and media highlighting beverage experiences
- VIP access to hosted events and partner nights
- Optional branded photo or interactive activation

PROGRAM PARTNERSHIPS

BUILT FOR BRANDS
TO LIVE INSIDE THE
MOMENTS GUESTS
SPEND THE MOST
TIME IN.

EAT



\$10,000
LIMITED —
2 PARTNERS

WHERE FLAVOURS + TABLES BRING PEOPLE TOGETHER

Food is at the heart of the Festival, connecting guests through flavour, tradition, and shared experience. From chef-led dinners and artisanal pairings to cozy workshops and festive pop-ups, these are the moments guests slow down, gather, and stay longer.

Your brand is woven into the culinary experiences that nourish connection and spark joy, where your brand becomes part of the traditions people taste and share.

HOW YOUR BRAND LIVES IN THE EXPERIENCE

- Naming rights across ticketed culinary workshops and food experiences
- Integration within chef-led events, pop-ups, and curated pairings
- Presence across food zones, signage, and vendor touchpoints
- Feature across digital campaigns and culinary storytelling content
- Inclusion in curated press and media highlighting food experiences
- VIP access to culinary events and hosted experiences
- Optional branded photo or interactive culinary activation

PLAY



\$5,000
LIMITED —
3 PARTNERS

WHERE THE HOLIDAY SPIRIT MOVES

Music, movement, performances, and interactive moments that make the site feel alive! Free family-friendly programming animates stages, roaming entertainment, and interactive zones across multiple venues, spotlighting local artists, musicians, and performers.

Create the moments guests move toward, gather around, and remember.

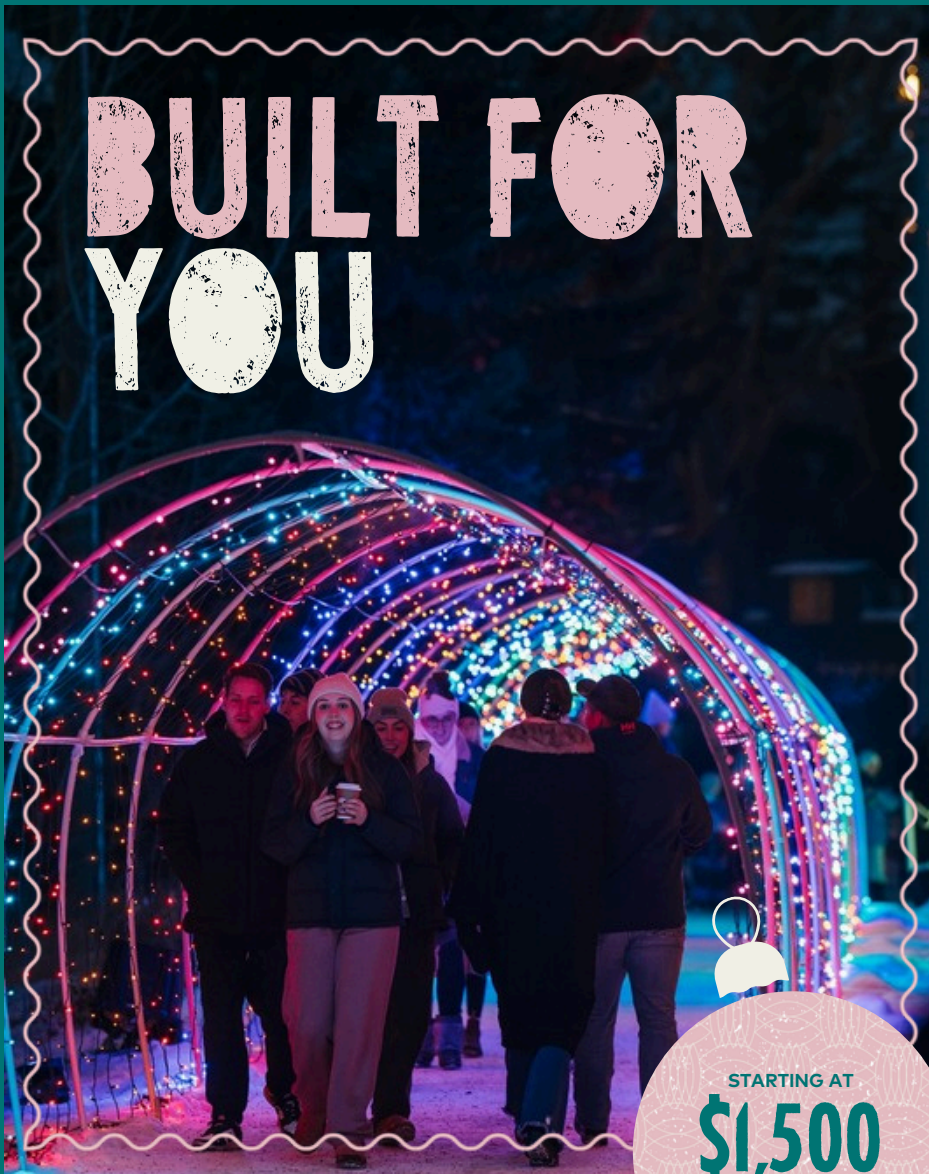
HOW YOUR BRAND LIVES IN THE EXPERIENCE

- Presence across stages, performance areas, and entertainment zones
- Integration into live programming (e.g., stage mentions or co-branding)
- Visibility across roaming entertainment and interactive experiences
- Feature across digital campaigns, artist spotlights, and performance content
- Inclusion in curated press and media highlighting local talent and programming
- VIP access to performances and hosted guest experiences
- Optional branded photo or interactive activation tied to programming

CUSTOM OPPORTUNITIES

A FLEXIBLE WAY TO SHOW UP ACROSS THE SEASON

BUILT FOR YOU



STARTING AT
\$1,500
Built to scale

NOT EVERY BRAND FITS INTO A PACKAGE—THIS IS WHERE WE BUILD SOMETHING CUSTOM, TOGETHER.

Whether you're looking to show up in a small way or make a bigger impact, we'll work with you to find the right fit.

We design where and how your brand shows up across the Edmonton Christmas Market — placing you inside the moments guests are already moving toward, gathering around, and remembering.

From simple touchpoints to more integrated activations, this is a flexible way to be part of the season.

WAYS YOUR BRAND CAN SHOW UP

Choose 2 of the following:

- Logo on digital assets
- Social media recognition
- Branded photo activation designed for high-traffic moments
- Integration into program-specific storytelling and media

NOT SURE WHICH PARTNERSHIP OPTION FITS?

Take a look at the next page for a side-by-side breakdown of what each opportunity includes.



INVEST IN TRADITION

CHOOSE HOW YOUR BRAND SHOWS UP

[SELECT 2]

| | TITLE SPONSOR | POWERED BY | LIVE ON STAGE | 'SIP' PROGRAM | 'SHOP' PROGRAM | 'EAT' PROGRAM | 'PLAY' PROGRAM | BUILT FOR YOU |
|--|---------------|------------|---------------|---------------|----------------|---------------|----------------|---------------|
| 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 | A | A | | A | | X |
| | | - OR - | - OR - | - OR - | | - OR - | | |
| 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 on Bar Menu | | | | X | | | | |
| Naming Rights on Workshops | | | | | | X | | |

YOUR BRAND. PART OF THE SEASON.

XMASMRKT 


**READY TO TAKE YOUR PLACE
IN THE SEASON?**

We build partnerships that fit—aligned to your brand, your goals,
and how you want to show up.

Limited partner opportunities available for 2026.
Start the conversation.

 **CONNECT WITH DANICA KOLLER — GENERAL MANAGER**
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