

2023
SEASON



MAS MRKT

Edmonton Christmas Market
Partnership Opportunities
yegxmasmarket.com



THE PUBLIC

EDMONTON CHRISTMAS MARKET RETURNS TO FORT EDMONTON PARK

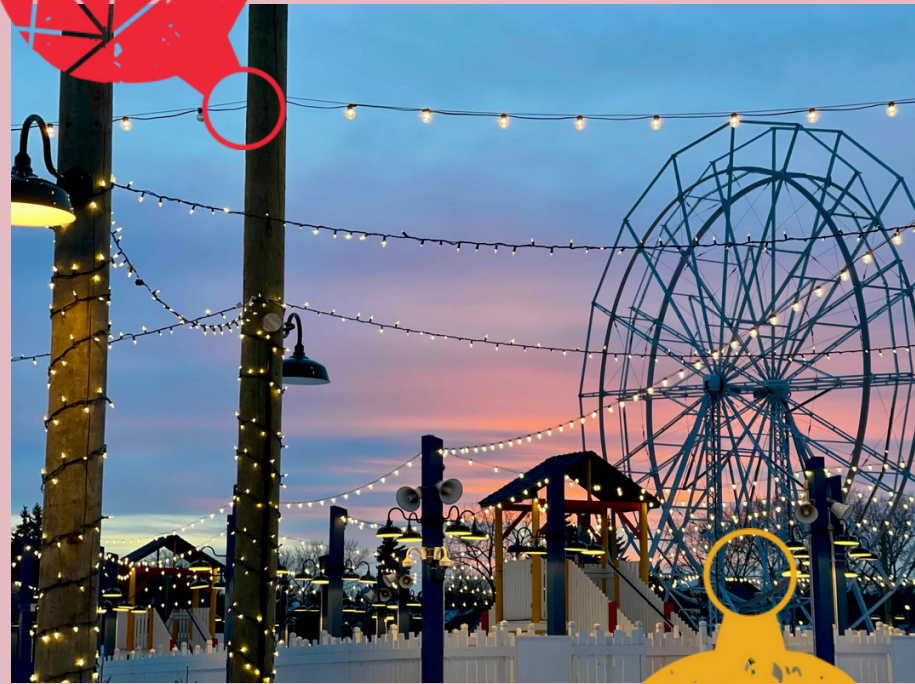
NOV 29 TO DEC 17, 2023

Edmonton Christmas Market is your destination for discovering regional brands and makers, food and culinary experiences, live entertainment, activities and more. Whether you're coming as a family or looking for a holiday experience with a friend, there's something for everyone at the market. We invite you to 'shop', 'sip', 'eat', 'play' and 'give' with us!

**2022
SEASON**



EDMONTON CHRISTMAS MARKET '22 BY THE NUMBERS



200 VENDORS

Rotated throughout the 15 day event

45,000

ATTENDEES IN 2022

(In spite of very frigid temps!)

1,858,761

SOCIAL MEDIA VIEWS

@yegxmasmarket,
@publicfoodhub and
@124grandmarket's
combined digital reach

\$5,000,000+

**IN SALES GENERATED
BACK INTO THE LOCAL
ECONOMY**

\$280,000

Worth of food and beverage
consumed on site

15 DAYS

Of full programming and
market

EDMONTON CHRISTMAS MARKET 2023

SIP

Edmonton Christmas Market will feature curated experiences with local breweries and distilleries across Alberta. VIP tastings, cocktail classes & more!



SHOP

With over 200 local makers, artists and food businesses participating over 15 days there will be lots of options to do your holiday shopping!



EAT

Whether it's enjoying some hot food on the midway, grabbing a pretzel while you shop or attending one of our workshops or classes, you will get to enjoy some of the best of Edmonton's food scene!



PLAY

Live performances from local musicians, theatre groups & performers, you will not want to miss the entertainment this year!



MARKETING GOALS

- INVESTING A BUDGET TOWARDS INFLUENCER MARKETING CREATE USER GENERATED CONTENT (COMBINED REACH OF APPROXIMATELY 1M)
- \$55,000 IS CURRENTLY ALLOCATED FOR MARKETING SPENDS
- IN 2022 EDMONTON CHRISTMAS MARKET WAS FEATURED IN OVER 35 DIFFERENT MEDIA OUTLETS AT LEAST ONCE THROUGHOUT THE DURATION OF THE EVENT. USING AGGRESSIVE PR STRATEGIES WE ANTICIPATE TO GROW THIS NUMBER FOR 2023
- EDMONTON CHRISTMAS MARKET IS SUPPORTED BY TRAVEL ALBERTA, CITY OF EDMONTON, FORT EDMONTON PARK



TITLE SPONSOR



Opportunity

Help us bring some holiday cheer to families this season! The Title Sponsor will have access to naming rights of the Edmonton Christmas Market (presented by) and be featured on all marketing and promotions.

Benefits for partners

- Logo on main entrance signage
- Logo on digital assets
- Logo and partner profile on website
- Featured in tailored press release
- Free admission passes for own use
- VIP access to experiences and media night
- Other activation opportunities

PROGRAM SPONSORS



'SIP' CHRISTMAS SPIRITS SPONSOR

In 2022 there were 4 licensed beverage areas set up throughout the festival.

In 2023 Edmonton Christmas Market is projected to move over \$100,000 in alcohol sales

Benefits for partners

- Exclusive rights over bar menu offer and co branding
- Extra activations available
- Logos on signage and digital assets



'SHOP' MARKET SPONSOR

Our Market venues hosts over 200 rotating Vendors over 12 market dates.

Edmonton Christmas Market works with a diverse group of entrepreneurs and Vendor groups. Help us to support our city's smallest businesses!

Benefits for partners

- Logos on marketing assets and print material
- Digital co-branding
- Curated press release when talking about program
- Other opportunities for activations

PROGRAM SPONSORS CONTINUED



\$10,000
2 available

'EAT' Workshops + Experiences

in 2022 Edmonton Christmas Market hosted multiple curated food and beverage experiences that were available for patrons to purchase at the event. Edmonton Christmas Market would like to invite local food and beverage brands to work with us to offer additional workshops, demonstrations and pairings for patrons to enjoy!

Benefits for partners

- Naming rights on activations
- Extra activations available
- Logos on signage and digital assets



\$5,000+
8 available

'PLAY' MUSIC HALL SPONSOR

Edmonton Christmas Market created 15 days of FREE family friendly programming working with over 100 local artists, performing acts and musicians.

Help us to create a vibrant stage series in our multiple venues!

Benefits for partners

- Logos on marketing assets and print material
- Digital co-branding
- Curated press release when talking about program
- Other opportunities for activations

OTHER OPPORTUNITIES



Santa's Helpers

Choose your own adventure! We can curate a special partnership package for you based on your price range!

Benefits for partners

- Flexibility on contribution
- Curate your own experience!
- Can choose from inventory of opportunities

WE ARE EXCITED TO WORK WITH YOU! PLEASE CONTACT OUR GENERAL MANAGER ADAM LUCI FOR MORE INFORMATION ON HOW TO GET INVOLVED WITH THE EDMONTON CHRISTMAS MARKET!

ADAM@PUBLICFOODHUB.COM