

2026 MUSIC & MEMORIES DINNER & DANCE

Friday, February 6, 2026



Music & Memories returns due to popular demand! Now in its second year, this licensed 18+ ticketed event features a catered dinner, dancing and a live classic country music concert by the popular **Ryan Snow Band**!

This unforgettable evening will bring adults together with old and new friends, offering a chance to indulge in a hearty meal and dance the night away to lively music that will transport them back in time.

It's also the perfect opportunity to showcase products and services for an older adult audience. Don't miss this chance to generate lasting memories of your brand!

SPONSORSHIP OPPORTUNITIES

Secure yours today—packages are limited!



2026 MUSIC & MEMORIES DINNER & DANCE



EVENT DETAILS

Event Date(s)	Friday, February 6, 2026
	Doors/Bar Open - 4:30 p.m. / Meal - 5:30 p.m.
	Concert: 6:30 p.m. to 9:30 p.m.
Target Group(s)	Adult residents, particularly older adults aged 55+, from Morinville and surrounding communities, including St. Albert, Westlock, and Edmonton
Projected Attendance	175
Venue	Morinville Community Cultural Centre

ABOUT THE AUDIENCE

Affluent, active and community-minded

Morinville's trade area includes more than 20,000 residents with an average household income of \$131,000 and more than \$500 million in annual spending.

More than 20% of our population includes adults aged 55+ who are seeking opportunities for social connection, recreation, and entertainment. Active on Facebook, they gravitate towards offerings that provide convenience and community. Living in Morinville, or in rural communities nearby, they frequently travel south to St. Albert and Edmonton, or north to Westlock, Legal and Gibbons.

Partner with us and put your brand in front of this unique audience of older adults who are seeking products and services that support their unique lifestyle.



What are people saying?

“This was such a great night. I really hope it happens every year... honestly, I'd come twice a year...”

“As a country dancer, this was a fantastic event. The dance floor was just the right size!”

“Even the band said they had an excellent time and want to come back—that tells you everything!”



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www.morinville.ca/sponsorship

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SPONSORSHIP MENU

	Presenting Sponsor and/or Partner	Proud Partner 3 available
Brand Integration "Music & Memories presented by XYZ"	<i>name in the event by-line</i>	
Event tickets	4	2
Logo and/or name on print marketing assets*	+	+
Opportunity for site activation	+	+
1 social media tag or mention	+	<i>in the post-event thank you social media post</i>
Company name and hyperlink on the event calendar listing	+ plus logo	+
Verbal recognition at event	minimum 3x	minimum 1x
Sponsorship Fulfillment	Full Report	Summary
	\$750 plus activation costs	\$200 plus activation costs

*Where space and production timelines permit.

**Includes, but is not limited to posters, newspaper ads, and property-specific signage. Excludes wayfinding or directional signage.

ACTIVATION IDEAS

Leverage your investment through brand activation:

- Provide a product sample or branded gift to attendees.
- Contribute a memorable door prize to introduce your product or service to the community.
- Provide branded centrepieces to showcase your brand.
- Provide a photo booth or host a selfie station to ensure attendees bring memories of your brand home.





20K +
Residents in our
Trade Area
(with 10K + in Morinville)



175 +
Anticipated event
attendees and
volunteers



6.2K
Facebook Followers
(potential reach of +90K)



1K +
LinkedIn Followers
(engagement rate >6%)



**2.5 K + weekly and 9.2K +
monthly website users**

YOUR REACH



YOUR DELIVERABLES

Partner with Purpose in Morinville

Affordable packages, measurable impact. Align your brand with Morinville's signature events and reach engaged audiences while maximizing your return on investment.



Diverse Audience Reach

Connect with families, youth and culture-loving adults across our region. Our targeted Meta and Google Ads campaigns ensure your message reaches the people who matter most.



Experiential Marketing

Create memorable, on-site activations that let attendees interact with your brand—turning impressions into lasting relationships.



Proven ROI & Transparent Reporting

Receive a post-event fulfillment report with impressions, engagement metrics and qualitative feedback, so you can clearly see the value of your investment.



High-Visibility Brand Exposure

Showcase your logo and messaging to thousands of attendees and an even larger online audience through event advertising, social media and media coverage.



Ready to make memories?

Secure your package before December 1, 2025 for the greatest impact!



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