

ANNUAL FAMILY FRIGHT HALLOWEEN DANCE

**Spooky Tunes, Ghoulish Grooves
and Frightful Fun for All Ages!"**

Friday, October 24, 2025



SPONSORSHIP OPPORTUNITIES

Secure yours today—packages are limited!



T. 780-939-7657
C. 780-238-5174



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ANNUAL FAMILY FRIGHT HALLOWEEN DANCE

Event Date Friday, October 24, 2025

Event Time 6:30 to 9:30 p.m.

Target Audience(s) Residents and visitors from neighbouring communities

Hosting Organization Morinville Community Services

Venue Morinville Community Cultural Centre



ABOUT THE EVENT

Always creeping to a 'sold out' status, the annual **Family Fright Halloween Dance** is back to haunt your Halloween dreams! This fang-tastic event offers a spine-tingling, FREE experience for local families. This year's ghastly gathering will feature:

- Spooky fun and dancing that'll make everyone shiver with delight
- Eerie-sistible prizes for the most hauntingly good participants
- Glowsticks, glitter tattoos and a groovy photo-booth
- A devilishly cool concession stand to satisfy monstrous munchies

Safe and fun for goblins of all ages, the Family Fright Halloween Dance is sure to cast a spell on both the young and the young at heart. As one of our most popular events, it's a wickedly wonderful way to give back to and engage with our growing community.



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OUR COMMUNITY, YOUR AUDIENCE



Affluent, active and community-minded

Morinville's trade area includes more than 20,000+ residents with an average household income of \$131 K and a median age of 39. Many of these urban and rural households are affluent homeowners who channel their disposable income into outdoor recreation, entertainment, technology, mutual funds and insurance. (27%)

Morinville itself is home to more than 10,000 residents, comprising a large number of dual-income households (25%) that have recently purchased a new home, allocating their disposable income to home improvements, gardening, sports, technology, travel, mutual funds, and their children's education.

Active on Facebook, Instagram, and Snapchat, all our young households are value-driven, well-travelled and keen to reward brands that support local life.

Partner with us and put your brand in front of a well-paid, experience-driven audience with the means and motivation to act on your message.



>20K

residents in Trade Area
(with >10K in Morinville)



>6.2K

Facebook Followers
(potential reach of >90K)



>1K

LinkedIn Followers
(engagement rate >6%)



>450 + anticipated
attendees and volunteers



2.5 K + weekly and 9.2k +
monthly website users

THE OPPORTUNITY

Be part of something special!

Morinville's community events and festivals draw thousands of enthusiastic participants from Morinville, Sturgeon County, St. Albert, and the greater Edmonton Metropolitan Region. With our competitively priced sponsorship packages, you can connect with this dynamic audience, build lasting relationships, and support the traditions that make our community thrive. Events can provide event more value than traditional marketing—because you can showcase your brand with product sampling, site activations and authentic engagement with your audience. Let's create a custom partnership that achieves your objectives and leaves a lasting impact. Don't wait—partner with us today and make your mark in Morinville!



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SPONSORSHIP MENU

	SOLD!	
	Presenting Sponsor and/or Partner	Proud Partner 10 available
Brand Integration <i>"Family Fright Halloween Dance presented by XYZ"</i>	<i>name in event by-line</i>	
Logo and/or name on digital & print marketing assets*	+	
Company name on digital and printed event tickets*	name in byline	
Company logo on takeaway bag	+	
Logo on photo booth photos	+	
Opportunity for site activation	+	
Brand or name event on event partner recognition signage**	name and logo	name only
1 social media tag or mention	minimum 1	+
Company name and hyperlink on the event calendar listing	+	+
Verbal recognition at event <i>(minimum 3X per event)</i>	minimum 3x	1X
	\$1100 plus activation costs	Swag/ Coupons

**Where space and production timelines permit.*

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



Save \$100 annually on a three-year term.

Reserve early for the best return on investment. After September 4, 2025, logo inclusion can't be guaranteed.

ACTIVATION IDEAS

Be front and centre at the Family Fright Halloween Dance to engage and interact with your market. Make your brand unforgettable with site activations, including:

Advertise a Prize Draw:

Lure in the ghouls and goblins by offering a chance to win a prize and invite them to join your mailing list.

Spooky Games:

Setting up frighteningly fun games will bring them to your booth and ensure your brand is memorable!

Simply Swag:

New this year-- be a Proud Partner and contribute a fun, kid-friendly promo item, gift certificate or high-value coupon for our child and youth take-away bags.



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