



2025 LITE UP THE NITE CHRISTMAS FESTIVAL

November 28 to 30, 2025

We are excited to offer exceptional sponsorship opportunities for our annual Christmas festival, a vibrant community event that attracts 5,000 or more attendees each year.

This beloved holiday tradition features a wide range of activities for all ages, including a grand parade, a magical "Lite Up the Park" event, and a spectacular fireworks show, ensuring a memorable experience for the entire family.

Gain unique visibility and connect with a diverse audience while enhancing your brand's presence in Morinville.



SPONSORSHIP OPPORTUNITIES

Secure yours today—packages are limited!



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



sponsorship@morinville.ca



www.morinville.ca/sponsorship

LITE UP THE NITE CHRISTMAS FESTIVAL



Event Date(s)	November 28 to 30, 2025
Target Group(s)	Residents, particularly families, from Morinville, surrounding communities and from the Greater Edmonton Region.
Projected Attendance	5,000+
Hosting Organization	Town of Morinville
Community Partners	Friends of the Morinville Community Library, Morinville Food Bank, Musée Morinville Museum and more.
Venue	Various locations throughout Morinville

ABOUT THE EVENT

Lite Up the Nite Christmas Festival: Morinville's Signature Holiday Event

Morinville, together with our valued community partners, invites you to Lite Up the Nite, a three-day celebration that captures the spirit of the season.

Designed for all ages, this event features an array of delightful, free activities to bring neighbours, friends and families together in the holiday spirit. Festivities include the enchanting Lite Up the Nite Parade starring Santa and Mrs. Claus, the mesmerizing Lite Up the Park at St. Jean Baptiste Park, captivating entertainment, and a spectacular fireworks display that you can enjoy from almost anywhere in Morinville—even from the comfort of your home!

Celebrate the season with us and let's light up Morinville together!



What are people saying?

"It's a wonderful family activity. We take our grandkids; they love it. The fireworks are amazing."

"Thank you so much for this event! My family and I surely enjoyed it very much! My kids were beyond excited!"

"I love the lights, the music, and the hot chocolate. It's one of my favourite things about living in Morinville."



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LITE UP THE NITE 2025 EVENT LINE UP



Lite Up the Nite Dance Party

November 28, 2025 | 6:30 to 9:30 p.m.

Family, friends and neighbours don their holiday best to dance the “nite” away at this FREE event.



Photos with Santa

November 29, 2025 | 10 a.m. to 2 p.m.

A FREE keepsake Photo with Santa to keep and a digital file to share makes a great way to capture magical memories.



Lite Up the Nite Parade

November 29, 2025 | 5:30 p.m.

A true spectacle-- this dazzling parade travels west down 100 Avenue, from Grandin Drive to 103 Street.



Lite Up the Nite Fireworks

November 29, 2025 | 7:30 p.m.

A remarkable show that can be viewed on-site at Notre Dame Park, or from nearly any location in Morinville.



Festive Family Festival

November 29, 2025 | 10 a.m. to 2 p.m.

A holiday-themed event offering free holiday crafts, cookie decorating, live entertainment and much more.



Postcards to Santa

November 29, 2025 | 10 a.m. to 2 p.m.

A cherished tradition, free postcards are available to write to and mail to Santa Claus, or to take home and mail later.



Lite Up the Park

November 29, 2025 | 6 p.m.

A celebration of the sights, sounds and magic of the season as Mayor and special guests “lite up” St. Jean Baptiste Park.



Flowpoint Fun Skate

November 29, 2025 | 12:30 to 2:30 p.m.

Our popular weekly FREE fun skate, but with a bit of added holiday cheer.



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ABOUT YOUR 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 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.

THE OPPORTUNITY

Be part of something memorable!

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. These events provide much more than traditional marketing, offering you the chance to showcase your brand with product sampling, on-site activations, and authentic engagement with your target audience.

If families are your target audience, let's co-create an on-site activation they'll remember.



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SPONSORSHIP MENU

	Lite Up the Nite Festival	Lite Up the Park	Lite up the Nite Fireworks	SOLD! Dance Party	SOLD! Festive Family Festival	Photos with Santa	Pending Postcards to Santa	Adopt A Craft (4 available)
Brand Integration “proudly presented or supported by XYZ”	name in festival byline	name in Lite Up the Park byline	name in Lite Up the Nite Fireworks byline	name in Dance Party byline	name in the Festive Family Festival byline	name on Photos with Santa	name on Postcards to Santa	
Opportunity for site activation at property-specific subevent	Lite Up the Park	Lite Up the Park	Lite Up the Park	Dance Party	during the Festive Family Festival	during the Festive Family Festival	during the Festive Family Festival	
Speaking opportunity or site activation at property-specific subevent	prior to Lite Up the Park			Dance Party	during the Festive Family Festival			
Logo on print and digital marketing assets**	✓	✓	✓	✓	✓	✓		
Name, logo and QR code on property-specific partner signage	✓	✓	✓	✓	✓	✓		
Right of refusal for 2025	✓	✓	✓	✓	✓	✓		
Name and logo on event day signage**	✓	✓	✓	✓	✓	✓		
Name and logo on keepsake Santa Photos						✓		
Name and logo on Postcards to Santa	name in byline only						✓	
Craft/Activity table sign (name, logo and QR Code)	name in byline only						✓	✓
Name and hyperlink on the event landing page	✓	✓	✓	✓	✓	✓	✓	
Minimum one (1) social media mention and/or tag	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on the Festive Family Festival carousel	name & logo	name & logo	name & logo	name & logo	name & logo	name & logo	name	name
Sponsor Fulfillment Report or Summary	report	report	report	report	report	report	summary	summary
	\$2,000	\$1,500	\$1,250	\$1,250	\$1,250	\$1,250	\$500	\$250

*Where space and production timelines permit.

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

Save 10% on a three-year term.

Reserve EARLY for the best return on your investment.

After September 26, 2025, brand inclusion CANNOT be guaranteed.



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



5K +
anticipated festival
attendees and
volunteers



6.2K
Facebook Followers
(potential reach of 90K or
more)



1K +
LinkedIn Followers
(engagement rate of more
than 6%)



2.5 K + weekly and 9.2K +
monthly website users

YOUR REACH



YOUR INVESTMENT

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 Shine? Secure your package before September 25!



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