



Morinville's Lite Up the Nite Christmas Festival welcomed an estimated 4,500 attendees in 2025 for three days of free holiday experiences.

From family activities and entertainment to the dazzling parade, Lite Up the Park and the fireworks, this festival brings residents and visitors together across Morinville.

Sponsoring this event will connect your brand with one of Morinville's most beloved community traditions through presenting rights, meaningful on-site engagement, and a robust multi-channel marketing campaign.

NOVEMBER 27 - 29, 2026

LITE UP THE NITE CHRISTMAS FESTIVAL

Secure your sponsorship today—packages are limited!



2026 LITE UP THE NITE CHRISTMAS FESTIVAL



- Event Date(s):** November 27 to 29, 2026
- Audience:** Families, adults, youth and multigenerational households from Morinville and the surrounding region
- 2025 Attendance:** Approximately 4,500
- Host:** Town of Morinville
- Community Partners:** Association canadienne-française de l'Alberta | French Canadian Association of Alberta, Friends of the Morinville Community Library, Morinville Food Bank, Musée Morinville Museum and others
- Venue:** Various locations throughout Morinville

ABOUT THE EVENT

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

The Lite Up the Nite Christmas Festival brings residents and visitors together for three days of free, family-friendly holiday experiences across Morinville.

The weekend includes the Lite Up the Nite Dance Party, the Festive Family Festival, Photos and Postcards with Santa, the Lite Up the Nite Parade, Lite Up the Park, fireworks and the Flowpoint Fun Skate.

Together with our community partners and sponsors, Morinville creates welcoming experiences that bring people of all ages together and help make this much-loved holiday tradition accessible to everyone.



What are people saying?



"It was amazing. I love the feel of the small town vibe-- when all the businesses and people come out to celebrate."



"This was our first time and we had a great time! Well done, Morinville!"



"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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2026 LITE UP THE NITE CHRISTMAS FESTIVAL

Lite Up the Nite Dance Party

Friday, November 27 | 6:30 to 9:30 p.m.

A **free**, high-energy family dance featuring a **video dance party**, interactive dance floor, giveaways, a concession (\$) and more.



Festive Family Festival

Saturday, November 28 | 10 a.m. to 2 p.m.

A free holiday-themed event with live entertainment. Plus **free** crafts, cookie decorating, maple taffy (tire d'érable), and more!



Photos with Santa

Saturday, November 28 | 10 a.m. to 2 p.m.

Festive Family Festival attendees will receive a **free** keepsake Photo with Santa, plus a digital file to share with others!



Postcards to Santa

Saturday, November 28 | 10 a.m. to 2 p.m.

Children, or children at heart, can write and mail a **free** postcard to Santa during the Festive Family Festival or take it home to write and mail later.



Lite Up the Nite Parade

Saturday, November 28 | 5:30 p.m.

A dazzling parade travels west along 100 Avenue from Grandin Drive to 103 Street. Plus, **free** hot chocolate, while supplies last.



Lite Up the Park

Saturday, November 28 | 6 p.m.

Mayor and special guests light up St. Jean Baptiste Park in a celebration that includes holiday lights, music and community.



Lite Up the Nite Fireworks

Saturday, November 28 | 7:30 p.m.

A spectacular community-wide fireworks show visible from Notre Dame Park and many locations throughout Morinville.



Flowpoint Fun Skate

Sunday, November 29 | 2:15 to 4:15 p.m.

Our weekly free skate gets a holiday twist with lights, music and an appearance by two "cool" royal sisters! There's also free hot chocolate, candy canes, and crafts.



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ABOUT YOUR AUDIENCE



20K +

Trade Area Consumers



\$500M +

Annual Retail Spending



\$131K

Average Household Income



4.5K

Estimated 2025 Attendance

A regional audience with spending power.

Lite Up the Nite connects sponsors with residents and visitors from Morinville, Sturgeon County and surrounding communities during one of Morinville's most established and well-loved community traditions.

Morinville serves a trade area of more than 20,000 residents, with more than \$500 million in annual retail spending. The average household income is approximately \$131,000, and the median age is 39.

Many local households are homeowners and dual-income families who spend on home improvement, recreation, technology, travel, financial services and their children's activities and education.

For sponsors, that combines meaningful community connection with access to a regional audience with substantial household purchasing power.

YOUR REACH

One Shared Tradition. A Broad Audience

In 2025, festival survey respondents represented a range of ages and household types. Most were between 25 and 54, while families with children, multigenerational groups, first-time visitors and returning attendees were all represented.

Respondents came from Morinville and neighbouring communities, including Sturgeon County, Cardiff, Gibbons and Edmonton.

For sponsors, that creates opportunities to connect with parents, working-age adults, youth, grandparents, established households and regional visitors in one shared community setting.



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SPONSORSHIP OPPORTUNITIES

Lite Up the Nite Christmas Festival



Presenting Sponsor | \$2,000

Festival-wide presenting rights with recognition across eligible festival marketing and communications; on-site activation and speaking opportunity at Lite Up the Park; public recognition at Lite Up the Park, plus an expanded post-event fulfillment report.



Lite Up the Park

Presenting Sponsor | \$1,500 | 1 Available

Presenting rights, event-specific marketing recognition, on-site activation and speaking opportunity, supplied activation signage and public recognition.



Lite Up the Nite Fireworks

Presenting Sponsor | \$1,250 | 1 Available

Presenting rights for one of the festival's largest community spectacles, with event-specific marketing recognition, on-site activation, and supplied activation signage at Lite Up the Park.



Lite Up the Nite Dance Party

Presenting Sponsor | \$1,250 | 1 Available

Presenting rights for an interactive family event, including marketing recognition, on-site activation, supplied activation signage and public recognition.



Festive Family Festival

Presenting Sponsor | \$1,250 | 1 Available

Presenting rights for four hours of family activities and entertainment, with marketing recognition, on-site activation or speaking opportunity, supplied activation signage, and public recognition.



Photos with Santa

Presenting Sponsor | \$1,250 | 1 Available

Presenting sponsor rights and activity-specific marketing recognition, including sponsor branding on eligible keepsake Santa photos and supplied activation signage.



Postcards to Santa

Sponsor | \$750 | 1 Available

Sponsor rights and Morinville supplied activity-specific recognition, including sponsor branding directly on Postcards to Santa.



Adopt a Craft Sponsorship

Activity Sponsorship | \$250 | 5 Available

Support a hands-on Festive Family Festival activity. This includes Morinville-supplied activity signage with your name, logo and QR code, plus shared sponsor name acknowledgement.

Package Specific Benefits

- **Photos with Santa** include the activity sponsor logos on keepsake photos.
- **Postcards to Santa** include the activity sponsor logos on the postcard.
- **Lite Up the Nite Dance Party** includes sponsor recognition on event tickets and on Dance Party keepsake photos.
- **Adopt a Craft** includes Morinville-supplied activity signage, a post-event summary and shared sponsor name recognition.
- All **exclusive event or activity sponsors** receive **first opportunity to renew** their sponsored property for the following year.



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SPONSORSHIP DETAILS

What Your Sponsorship Includes

Benefit	Festival Presenting Sponsor	Presenting Sponsor
Presenting rights	Festival-wide	As specified, for the sponsored event or activity
Marketing recognition	*Eligible festival-wide print, digital, web and social marketing assets	*Eligible marketing assets and specified items for the sponsored event or activity
Public recognition during the festival	Morinville-supplied sponsor or activation signage, plus verbal/on-site recognition where included in the package.	Morinville-supplied sponsor or activation signage, plus verbal/on-site recognition where included in the package.
Post-event reporting	Expanded Fulfillment Report	Fulfillment Report

**Sponsor logos will only be included on marketing assets when space and production times permit, and will be exempt from inclusion on directional signage. Assets exempt from logo inclusion may include, but are not limited to, thumbnails or big-box ads, advertising with long lead times, or permanent structures or signage (e.g., street signage).*

YOUR BRAND. AMPLIFIED.

Greater Reach. More Touchpoints.

Connect with consumers across our region through a robust, multi-channel campaign spanning organic and paid social media, targeted Meta and Google Ads, digital advertising, radio, print, community signage, web promotion and media partnerships.

Designed to build awareness and drive attendance, our integrated campaign extends your sponsorship well beyond event day and amplifies your brand visibility with the audiences that matter most.

Engage. Measure. Demonstrate Value.

Experiential Marketing

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

Measurable Results & Transparent Reporting

Receive proof of fulfillment and metrics, so you can clearly see the value of your investment.



74.7K

Organic Facebook Reach



176.5K

Paid Meta Impressions



224.4K

Paid YouTube Impressions



13.7K

Completed YouTube Views



Ready to Shine?

Act now to secure your sponsorship before September 25, 2026.



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