

VERNON
Winter
Carnival 

SPONSORSHIP PACKAGE 2026

VENUE North Okanagan

DATE Feb 6-15, 2026

ABOUT OUR FESTIVAL

Since 1961, Vernon Winter Carnival has been more than just a festival—it's a celebration of community spirit, connection, and winter fun. Over 10 days each February, we transform Vernon into a vibrant winter destination, offering inclusive events that unite residents and visitors of all ages.

As a non-profit organization, we rely on the vital support of sponsors, volunteers, and community partners to bring the Carnival to life. Your involvement helps us preserve cherished traditions, introduce fresh and engaging experiences, and create lasting memories for thousands.

By supporting Vernon Winter Carnival, you're not just sponsoring an event—you're investing in community pride, local economic growth, and a legacy of togetherness that extends far beyond winter.

Join us in showing the true Carnival spirit—and be part of something that brings our entire region together.



OUR MISSION & VISION

To foster community spirit and promote Vernon as a Winter Destination through a 10-day Winter Festival. Our vision is to be leaders in community spirit



OUR GOALS



Be leaders in community spirit year round

- Pursue opportunities to be involved in the community on an annual basis
- Create relationships and partnerships with other non-profit organizations and events
- Attend community events through-out the year

Strengthen operational systems & capacity

- Seasonal Employee Position
- Strategic plan for new building
- Succession planning for board and employees
- Enhance board committee's and the role they play to assist the organization
- Policy and procedure manual for staff and directors
- Diversify our funding sources and continue to create self-sustaining funding opportunities

Maintain forward thinking and growth

- Sustain strong partnerships with stakeholders to stay "ahead of the curve" in community needs and trends, with a strong focus on Tourism opportunities
- Review events on an annual basis
- Adopt modern communication methods and create meaningful engagement future generations
- Support a diverse & inclusive community
- Continue to enhance our brand and community presence



**Team
Carnival**
Canada goes for gold

THE SCHEDULE

VWC February 6 - 15, 2026

VWC Major Events

FRIDAY FEB 6 - BEST DECORATED CONTEST * SCHOOL POSTER CONTEST * BALLOON GLOW

SATURDAY FEB 7 - VIP BREAKFAST * 1 MILER RUN * VWC PARADE * SIP & SAVOUR

MONDAY FEB 9-THURSDAY FEB 12 - JAM CAN CURLING

MONDAY FEB 9-FRIDAY FEB 13 - ARREST THE BEST

THURSDAY FEB 12 - SOCK HOP

FRIDAY FEB 13 - BINGO LOCO

SUNDAY FEB 15 - FAMILY FUN PARK * APRES SKI PARTY

EVENTS RUNNING FULL 10 DAYS - VWC POUTINE & CAESAR SHOWDOWN * VWC RAFFLE

SPONSORSHIP LEVELS

BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR	CHAMPION SPONSOR
\$500 +	\$1,500 +	\$2,500+	\$5,000+
Show your community spirit and join the celebration! Perfect for small businesses or individuals looking to support and be seen. Includes: • Business name listed on the Winter Carnival website & Brochure • Logo on group sponsor banner at community events • Social media thank-you mention	Support the magic and gain valuable visibility. Great for growing businesses who want to connect with local families and visitors. Includes: • Logo on select event signage and website • Recognition in Brochure and select social media posts	Shine bright and stand out! High-impact exposure for brands that want to be seen and celebrated. Includes: • Prominent logo on event signage, marketing materials & website • Featured social media spotlight • Option for branded booth or on-site activation at events • Logo in VWC Brochure and website	Lead the pack as a Winter Carnival Champion! Top-tier partnership with exclusive visibility and influence across events & the VWC festival. Includes: • Title sponsor recognition at one major event (e.g. Parade, Sip & Savour, Balloon Glow, etc) *Event title sponsorship will vary in prices • Prominent logo placement on all major signage and digital materials for major event • Dedicated media and social media features • Top-tier logo placement on website, posters and event Brochure • Comp tickets to VWC Events

Full sponsor benefits



SPONSORSHIP BENEFITS

BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR	CHAMPION SPONSOR
\$500 +	\$1,500 +	\$2,500+	\$5,000+
• Official Membership in the Vernon Winter Carnival Society • Business name listed on the official Winter Carnival website and in the event brochure • Logo inclusion on group sponsor banner displayed at select community events • Social media thank-you mention recognizing your support • Two (2) tickets to the Vernon Winter Carnival VIP Breakfast	• Official Membership in the Vernon Winter Carnival Society • Logo placement on select event signage and the official Winter Carnival website • Recognition in the printed event brochure and select social media posts • Four (4) tickets to the Vernon Winter Carnival VIP Breakfast • Two (2) complimentary tickets to a featured VWC event — Bingo Loco or Sip & Savour • 25% discount on brochure advertising rates	• Official Membership in the Vernon Winter Carnival Society • Prominent logo placement on event signage, and the official Winter Carnival website • Featured social media spotlight, including both a dedicated post and story • Opportunity for a branded booth or on-site activation at select Winter Carnival events • Logo placement in the Vernon Winter Carnival brochure and on the website, including a clickable link • Four (4) tickets to the Vernon Winter Carnival VIP Breakfast • Four (4) complimentary tickets to a featured VWC event — Bingo Loco or Sip & Savour • 1/8-page full-color ad in the official Winter Carnival brochure	• Official Membership in the VWC Society • Title Sponsor Recognition at one major event (e.g. Parade, Sip & Savour, Balloon Glow, etc.) <i>Note: Title sponsorships vary in price, are limited in availability, and must be cash contributions (in-kind not eligible)</i> • Prominent logo placement on all major signage and digital materials related to the sponsored event • Top-tier logo placement on the Winter Carnival website, posters, and official brochure • Featured social media spotlight, including a dedicated post and Instagram/Facebook story • Dedicated media features, with sponsor mentions in press releases and promotional coverage • Sponsorship video (60 seconds) shared on the VWC website and across social media platforms • Branded booth or on-site activation opportunity at select VWC events • Logo placement in the VWC brochure and on the website, with a clickable link • Eight (8) VIP tickets to the VWC VIP Breakfast with a reserved table • Four (4) complimentary tickets to each featured event — Bingo Loco and Sip & Savour • 1/2-page, full-color ad in the official VWC brochure • Opportunity for early access to purchase event tickets before public release

EVENT SPONSORSHIP OPPORTUNITIES

Title sponsorships vary in price, are limited in availability, and must be cash contributions (in-kind not eligible)



BALLOON GLOW

Vernon Winter Carnival's signature kickoff event! Each year, the Balloon Glow draws an enthusiastic crowd of over 3,000 attendees from Vernon and surrounding communities — families, visitors, and winter lovers alike — making it a prime opportunity for sponsors to gain high-impact exposure in a festive, family-friendly setting.

SPONSORSHIP OPPORTUNITIES

Title Event Sponsor - \$5,000 Investment

Balloon Sponsor - \$1,500 Investment (limited to 5 Sponsors)



Introducing Bingo Loco — a fresh, high-energy twist on classic bingo, debuting at Vernon Winter Carnival! With over 400 attendees expected, this lively event combines fast-paced fun, great prizes, and community spirit. Sponsors gain valuable exposure through event signage, on-site branding, and social media promotions. Don't miss the chance to connect with an engaged audience and support this exciting new addition to the Carnival! This ain't your Grandma's BINGO!

SPONSORSHIP OPPORTUNITIES

Title Event Sponsor - \$7,000 Investment

Bar Sponsor - \$1,500 Investment (limited to 2 Sponsors)

Prize Sponsor - Minimum \$500 (can be in kind donation)

APRES SKI PARTY

Join us slope-side for the ultimate Après Ski Party — a brand-new addition to



Vernon Winter Carnival! Set in the heart of SilverStar Mountain Resort, this lively afternoon will feature live music, drinks, dancing, and cozy winter vibes. With a mix of locals and mountain visitors, we expect over 300 guests ready to celebrate in true Canadian alpine style.

SPONSORSHIP OPPORTUNITIES

Title Event Sponsor - \$5,000 Investment

Entertainment Sponsor - \$1,500 Investment

EVENT SPONSORSHIP OPPORUTNITIES

Title sponsorships vary in price, are limited in availability, and must be cash contributions (in-kind not eligible)



POUTINE & CEASAR SHOWDOWN

This brand-new Winter Carnival event invites the community to indulge in a city-wide 10 day taste challenge! This culinary showdown will feature local restaurants showcasing their unique takes on the classic poutine and Caesar. Running throughout the full 10 days of Carnival, guests will sample and vote for their favourites, crowning the Best Poutine and Best Caesar in Vernon. With hundreds of participants expected across multiple venues, sponsors will benefit from widespread brand exposure!

SPONSORSHIP OPPORUNITIES

Title Event Sponsor - \$5,000 Investment

Restaurant Sponsor - \$1,500 Investment

FAMILY FUN PARK

The Family Fun Park is a cornerstone of the Vernon Winter Carnival, welcoming hundreds of families for a full day of outdoor activities, games, live entertainment, and winter-themed fun. This free, community-focused event offers an ideal opportunity to show your support for local families while connecting with the community in a meaningful way.



SPONSORSHIP OPPORUNITIES

Title Event Sponsor - \$5,000 Investment

On site entertainment Sponsors - \$1,500 Investment

Prize Sponsor - Minimum \$500 (can be in kind donation)



SIP & SAVOUR

Sip & Savour is one of Vernon Winter Carnival's most popular and well-attended events, drawing over 500 guests each year. Guests enjoy an evening of local food, craft beverages, and live entertainment in a vibrant, social atmosphere.

SPONSORSHIP OPPORUNITIES

Title Event Sponsor - \$5,000 Investment

Entertainment Sponsor - \$1,500 Investment

Prize Sponsor - Minimum \$500 (can be in kind donation)

BROCHURE ADVERTISING OPPORTUNITIES

Each year, the Vernon Winter Carnival prints 8,000 full-colour brochures, distributed to local businesses in Vernon and throughout the Okanagan Valley starting in early December.

An ad in the Winter Carnival Brochure is an affordable, effective way to showcase your business to thousands of local residents and out-of-town visitors during one of the region's most celebrated annual events.

ADVERTISING RATES:



FULL PAGE - \$1,000

Full page ads will also be featured on VWC Social Media



HALF PAGE - \$800

1/2 page ads will also be featured on VWC Social Media



QUARTER PAGE - \$500



EIGHTH PAGE - \$250

Spaces are limited and fill quickly – reserve your spot today and get your brand in front of the community this winter! Non profit discount of 25% applied to all ad prices.

VENDOR OPPORTUNITIES

Additional vendor opportunities may become available through 3rd party events



BALLOON GLOW FEB 6

Food Vendors: \$500

Market Vendors: \$100

SIP & SAVOUR FEB 7

Beer, Cider & Wine Vendors
(limited to 25)

Contact VWC for Application



FAMILY FUN PARK FEB 15

Food Vendors: \$500

Market Vendors: \$100

TESTIMONIALS



“At Valley First, we believe strong communities are built through connection, celebration, and shared experiences. That’s why we’re proud to be a long-standing sponsor and partner of the Vernon Winter Carnival—an event that embodies the heart and spirit of the North Okanagan. The Carnival is more than just a seasonal tradition; it’s a platform for local businesses, artists, families, and volunteers to come together and create something truly special. Our partnership allows us to support meaningful programming, engage with our members in a festive setting, and contribute to the vibrancy of Vernon’s winter landscape.

We value the opportunity to align with an organization that shares our commitment to community enrichment. Supporting the Vernon Winter Carnival is not only a celebration of winter—it’s a celebration of how together we are creating a community where everyone can flourish.”

– **Curt Reimer, Branch Manager | Valley First, a division of First West Credit Union**



“Tourism Vernon is pleased to support the Vernon Winter Carnival, a long-standing event that brings people together during the winter season. Carnival adds vibrancy to the community and helps draw visitors from around the region at a time of year when tourism activity is especially valuable for local businesses.”

- **Torrie Silverthorn, Manager, Tourism Vernon**





LET'S CELEBRATE WINTER. LET'S CELEBRATE COMMUNITY. LET'S CELEBRATE TOGETHER.

Thank you for considering sponsorship of the Vernon Winter Carnival. Your support helps us bring the community together to celebrate winter, tradition, and Canadian spirit in unforgettable ways. Whether you're a returning sponsor or considering joining us for the first time, your partnership plays a vital role in creating unforgettable experiences for thousands of locals and visitors alike.

We look forward to working together to make Winter Carnival 2026 the most memorable yet



250.545.2236



vernonwintercarnival.com



info@vernonwintercarnival.com
