



CHINOOK
BLUST
Pure magic

SPONSORSHIP OPPORTUNITIES

PACKAGE

2023



January 27 - February 12, 2023



WHAT IS CHINOOK BLAST?

Chinook Blast is Calgary's winter festival celebration that brings together partners from the arts, nonprofit, neighbourhood, tourism, and sports communities to create an inclusive event that showcases the best of our city.

Our vision is to build a uniquely Calgary winter experience that draws visitors from all corners of Calgary and all around the world. Chinook Blast will run from January 27 - February 12, 2023.

CHINOOK BLAST 2023

The 2023 event will bring back everything Calgarians loved and enjoyed in 2022, including:

- High Performance Rodeo (a 35-year performing arts festival in Calgary)
- BIG Winter Classic (a 4-day music and arts festival)
- Block Heater (one of the city's fastest-growing music festivals)
- Ethnik Festival (one of Calgary's newest arts and culture festivals)
- Light and art installations throughout the Chinook Blast hub
- And more to come!

Through strong collaboration and partnership, Chinook Blast will bring together the festival partners around common themes, coordinate schedules, and unify marketing.

Chinook Blast will organize and activate three weeks of compelling and accessible programming that brings Calgarians and visitors together.

2022 HIGHLIGHTS



Supporting Local

- 800+ Artists, performers, and creative makers
- 10 founding civic partners
- 85+ Businesses supported with programming, logistics and operations
- 30+ Non-profits participated during Chinook Blast
- Supported 14 community/resident/cultural/sporting associations with their events
- Supported 11 Business Improvement Areas with their events

Attendance and Economic Impact

- Over 410,000 people attended
- \$802 million in economic impact
- Supported 1,860 full time equivalent positions

Coverage

- 610 total media mentions (value of \$1.6 Million)
- 21 million online impressions
- 50,000 online engagements
- 96% positive social media sentiments

WHY SUPPORT CHINOOK BLAST?

We are building Chinook Blast to be one of Canada's signature experiences; a must-see event bringing people from across the country and the world to Calgary. It's a unique opportunity to help bring new life and visitors to Calgary's winter, and to invest in a remarkable annual showcase of Calgary talent and hospitality.

We are looking for partners to help us build this legacy.

Opportunities



Naming Sponsor

\$150,000 or \$125,000 per year for a 3-year commitment

Only one sponsorship at this level is available. Have your organization's name synonymous with Chinook Blast for the 3-week duration and be the sole sponsor. Your logo will be displayed at our headquarters at Olympic Plaza, the heart of Chinook Blast.



Programming Sponsor

\$50,000 or \$40,000 per year for a 3-year commitment

There are several programs your organization can sponsor specifically: a signature performance, the winter market, themed weekends, and more. We look forward to pairing your organization with the perfect match!



Art Advocate Sponsor

\$25,000 or \$20,000 per year for a 3-year commitment

Sponsor an art installation that will light up Chinook Blast's central location throughout Calgary's downtown core for the duration of the 3-week festival.



Supporting Sponsor

\$10,000 and under

Help us make magic happen! See benefits below.

SPONSOR BENEFITS

Benefit	Naming \$150,000	Programming \$50,000	Advocate \$25,000	Supporting \$10,000
Name recognition in the event title	✓			
Logo recognition and projection at Chinook Central	✓			
Logo recognition in all print and online materials	✓	✓	✓	
Opportunity to speak at media events	✓			
Opportunity to speak at Chinook Blast events	✓	✓		
Opportunity to name title of the sponsored program or art installation		✓	✓	
Logo recognition on event signage accompanying sponsored program or art installation		✓	✓	
Name recognition on all print and online materials				✓
Tickets to Chinook Blast / RISE UP signature event	20	10	6	4

* Sponsor Benefits subject to change due to increased cases or restrictions due to COVID-19 such as effects on gatherings, activations, volunteers, physical guides, in-person programming. We will do our best to adapt and accommodate changing circumstances to make this a meaningful sponsorship opportunity for your organization.



**If you have an idea for customized sponsorship,
please don't hesitate to reach out.**

We are excited to explore the possibilities with you!



For more information, contact:

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