



SPONSORSHIP PACKAGE: CHINOOK BLAST

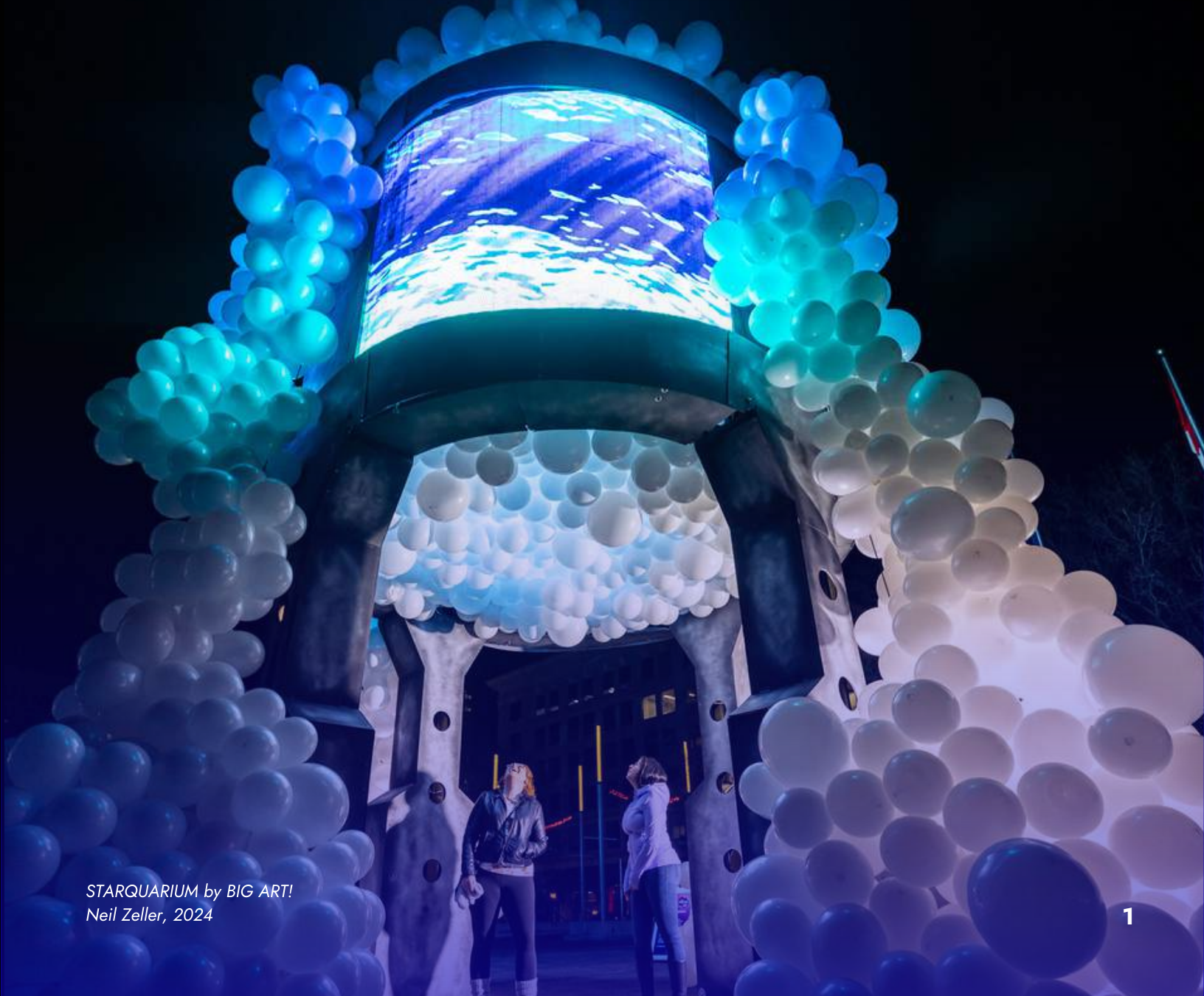
JAN. 30—FEB. 16, 2026

WHAT IS CHINOOK BLAST?

Named one of the best winter festivals by *The Globe and Mail* and featured in *AFAR Magazine*, Chinook Blast isn't just a winter festival. It's a full-on winter vibe.

For six years, it's been turning chilly nights into glowing, buzzing, music and sports-filled adventures right in the heart of Calgary. We're talking lights, markets, art, food, DJs, and more, all wrapped into one unforgettable winter experience.

Built in collaboration with the City of Calgary, Calgary Arts Development, Calgary Economic Development, Tourism Calgary, and dozens of community partners, Chinook Blast brings together arts, culture, sport, and local business to create a festival that feels uniquely Calgary.



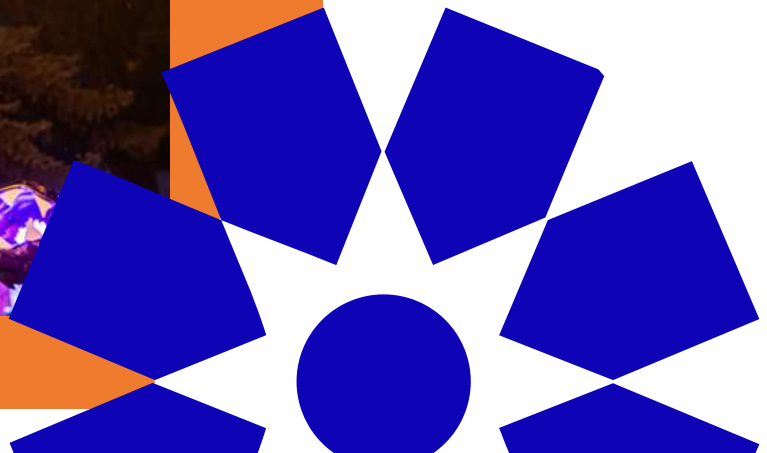
WHAT IS HAPPENING AT CHINOOK BLAST 2026?

This winter, Chinook Blast is turning up the heat in downtown Calgary.

Now in its sixth year, Calgary's signature winter festival is moving to a brand-new home, Eau Claire Plaza and Prince's Island Lagoon. From Jan. 30 to Feb. 16, 2026, we're creating a centralized, walkable winter playground filled with glowing art, music, movement, and festive fun designed to warm even the coldest February day.



*Trippity Twitchit by True North Absurdities
Neil Zeller, 2024*



HERE'S WHAT IS TAKING SHAPE FOR 2026!

A NEW FESTIVAL HUB

Eau Claire Plaza becomes the heart of the festival, offering larger-than-life art installations, live performances, and cozy corners to sip, snack, and soak in the atmosphere.

THREE THEMED WEEKENDS

Each weekend brings its own personality, from high-energy openers to family-friendly finales, with curated entertainment, local vendors, and interactive elements designed to surprise and delight.

WINTER SPECTACLE

From illuminated pathways and bold lighting to roaming performers and show-stopping moments, Chinook Blast promises winter magic at every turn.

LIVE MUSIC & ENTERTAINMENT

Expect crowd-pleasing performances throughout the weekends, with a strong focus on Calgary-based talent, emerging voices, and immersive experiences built for snowy nights.

CURATED WINTER MARKETS

Vibrant vendor markets pop-up for two weekends, celebrating local makers and cultural communities through food, goods, and live programming.

TASTY TREATS & COZY EATS

From warm sips to sweet surprises, food is a big part of the experience, and we're building on crowd favourites to keep people fuelled and festive.



WHY SPONSOR CHINOOK BLAST?

Because your brand deserves to be part of Calgary’s most spectacular winter celebration. This is your chance to be part of the magic.

Chinook Blast isn’t your average sponsorship opportunity. It’s a chance to plug into a full-on winter adventure that lights up the city and captures hearts. Here’s what sponsors can expect when they partner with Chinook Blast:

BIG EXPOSURE IN THE HEART OF WINTER

With 200,000+ attendees and a digital reach topping 1.5 million Chinook Blast offers massive visibility across media, marketing, and the streets of downtown Calgary, all during a time when not much else is lighting up the city.

REAL COMMUNITY IMPACT

90% of our artists, performers and vendors are local.

Your support doesn’t just create magic—it fuels Calgary’s creative economy and brings warmth to our winter.

TAILORED BRAND MOMENTS

Want your name on a glowing installation? Co-host a cozy night market? Fuel a DJ set or family activation? From headline concerts to frozen s’mores, we’ll work with you to build something that feels right and unforgettable.

MAGICAL MOMENTS THAT STICK

Chinook Blast creates those “you had to be there” moments with your brand right at the heart of the action.

A FESTIVAL THAT FEELS LIKE CALGARY

We’re proudly local, delightfully bold, and built for winter. Sponsoring Chinook Blast means standing with a festival that reflects Calgary’s energy, resilience, and spark, all bundled up into three weekends of magic.



So let’s make winter warmer, brighter, and a little more magical TOGETHER.

REACH & IMPACT



BE IN FRONT OF CALGARY'S COOLEST CROWD

Chinook Blast draws thousands of culture lovers, families, and adventure seekers downtown every winter. Our audience, aged 25–54, with strong family attendance, is curious, social, and ready to explore. Most come from Calgary and across Alberta, with visitors from across Western Canada, all looking for memorable winter experiences.

*The Beacon by BIG! ART
Neil Zeller, 2022*

“Our company received a ton of exposure, and after being part of your event, we had many organizations reach out to us for the potential of bringing us to their events. We are incredibly grateful for that!”

– Puppet Stuff Canada, 2025

MEDIA COVERAGE

- *AFAR Magazine* and *National Geographic* mentioned Chinook Blast as a must-see festival to almost 12 million global readers/viewers.
- 13.34 million in paid media impressions

“The local businesses benefit from the increased advertising and foot traffic that comes from being part of Chinook Blast. It is a win-win for local artists, local businesses, ... community and visitors to our district.”

– Kensington BIA, 2025

SOCIAL ENGAGEMENT

- Over 150,000 website sessions with 1.2 million in engagement
- Nearly 17,000 followers across social media channels and over 5,300 email subscribers
- Over 1,300 local partners

**Local economic impact for 2024.*

WHAT ARE THE OPPORTUNITIES?



Chinook Blast offers a range of ways for your brand to join the celebration. We've built tiered packages for broad exposure, but we also offer custom opportunities to match your budget, goals, and audience.

Neil Zeller, 2021

EXCLUSIVE

FESTIVAL CHAMPION • \$75,000+

Be front and Centre. At this level, your brand takes centre stage by sponsoring one of Chinook Blast's most iconic spectacles, like a dazzling Drone Show. As the presenting partner of a signature activation, your brand will be tied directly to the festival's biggest, most talked-about moment, with premium visibility across all marketing, media, and on-site experiences.

TOP TIER

COMMUNITY CONNECTOR • \$50,000+

Make a big impact by sponsoring one of Chinook Blast's marquee experiences, from a large-scale art installation to a themed weekend takeover. At this level, your brand powers a signature part of the festival, with strong visibility across on-site signage, digital channels, and targeted media mentions. It's the perfect way to connect your brand with a memorable winter experience that thousands of Calgarians will share, post, and remember.

OPPORTUNITIES CONTINUED

SUPPORTING PARTNER • \$25,000+

Bring a piece of Chinook Blast to life by exclusively sponsoring two curated markets, a mid-size installation, or a programming zone. At this level, your brand supports experiences that spark joy, encourage community connection, and keep visitors coming back weekend after weekend. You'll receive strong on-site and digital visibility, along with meaningful engagement through the activation you power. It's the ideal tier for businesses that want to be part of the magic in a hands-on way.

EXPERIENCE BUILDER • \$10,000+

Shine a spotlight on a smaller but mighty piece of Chinook Blast. At this level, your brand co-sponsors a market or helps power activations, a performance stage, roving entertainment, or a niche installation. You'll be recognized on-site and online, with visibility tied to your supported program. It's a meaningful way to join the winter celebration and connect with festivalgoers in a focused way.

LOCAL SPARK • \$5,000+

Perfect for local businesses who want to be part of the winter fun. You'll be recognized on select signage, social platforms, and a smaller activation.

CUSTOM BLAST • \$2,500+

We can co-create a sponsorship that fits your goals and your budget.

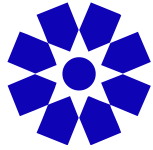
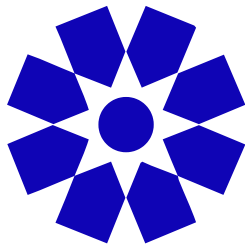


LOOKING FOR SOMETHING DIFFERENT?

Let's work together to make a custom package for your brand.

SPONSORSHIP BENEFITS

BENEFIT	FESTIVAL CHAMPION (EXCLUSIVE) \$75,000+	COMMUNITY CONNECTOR \$50,000+	SUPPORTING PARTNER \$25,000+	EXPERIENCE BUILDER \$10,000+	LOCAL SPARK \$5,000+
Logo Recognition Website & Social	Premium placement on the homepage and all event pages	Logo on sponsorship page and related event pages	Logo on the sponsorship page	Logo on the sponsorship page	Name listed on the sponsorship page
Logo Recognition Onsite Signage	Premium placement on main site signage, all hub maps, signature installation, and select satellite sites	Logo on main site signage and relevant activation signage	Logo on activation-specific signage	Logo on activation-specific signage	Name on activation-specific signage
Logo Recognition Marketing Collateral <i>(print, digital, advertising)</i>	Premium placement on all collateral (including all advertising)	Logo on all collateral (including all advertising)	Logo on select collateral (including select advertising)	Logo on select collateral	Name on select collateral
Media Mentions <i>(press releases)</i>	Mentions in all press releases and an invitation to and opportunity to speak at the Chinook Blast media event	Mention in relevant press releases and an invitation to the media event	Mention in relevant press releases	—	—
On-Site Mentions	MC shout-outs at all events	MC shout-out at sponsored activation	MC shout-out at sponsored activation	—	—
Activation Naming Rights	1 exclusive activation (drone show, headline concert)	1 major installation or programming	Exclusive market partner or family programming partner	1 smaller activation (co-market sponsor, performances, family programming)	Shared activation (programming)
Exclusive Festival Event	10 VIP passes to festival experiences, reserved seating where applicable	7 VIP passes	5 VIP passes	2 VIP passes	—
Digital Features <i>(social posts, newsletters)</i>	5 dedicated mentions between social media and newsletter campaigns, and inclusion in group sponsor post	3 dedicated social media features tied to activation and inclusion in group sponsor post	2 dedicated social media features tied to activation and group sponsor post	1 dedicated social media features tied to activation and group sponsor post	Inclusion in group sponsor post



CUSTOM SPONSORSHIP OPPORTUNITIES

Some of our most popular elements can be sponsored as stand-alone opportunities or as part of a tier package, depending on exclusivity, duration, and visibility level, such as:

- **DRONE SHOW SPONSOR** \$75,000

Title exclusive sponsorship for a full-length show.

- **WEEKEND THEME SPONSORS** \$30,000–\$40,000

Exclusive branding for a weekend's programming, including markets, main stage acts, and marketing collateral.

- **INSTALLATION SPONSORS** \$25,000–\$50,000

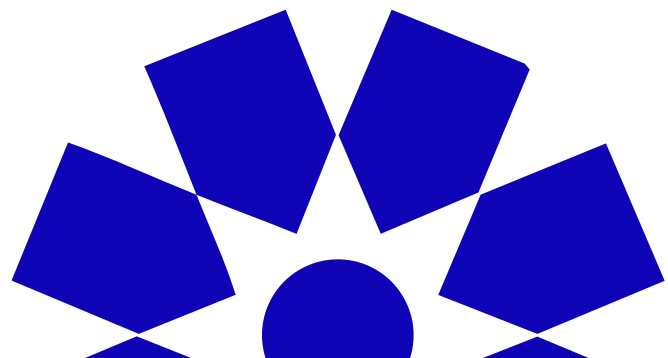
Exclusive naming rights for a large signature light, art, or sound installation, with on-site signage and digital promotion.

- **MARKET SPONSORS** \$25,000 for exclusive sponsorship or \$10,000 (each) for co-sponsorship

Covers two themed markets with naming rights, signage, and integration in festival marketing.

- **FAMILY PROGRAMMING SPONSORS** \$5,000–\$25,000

Naming rights and signage for family-friendly activations like princess meet-and-greets, snow bowling, and interactive zones.



WE ARE EXCITED TO EXPLORE THE POSSIBILITIES WITH YOU!



For more information, email:

info@chinookblast.ca

ChinookBlast.ca



Neil Zeller, 2025