45TH ANNUAL FROSTY FESTIVAL

2027 Partnership Package



MOUNT PEARL

Frosty Festival



25,000+ FESTIVAL ATTENDEES



10,000+ WEBSITE VISITS DURING FESTIVAL MONTH

5,000+ VOLUNTEER HOURS





45 EVENTS OVER 14 DAYS

600,000+ SOCIAL MEDIA IMPRESSIONS



2026 FESTIVAL BY THE NUMBERS

LOCAL MEDIA COVERAGE ACROSS TV, RADIO, DIGITAL, AND PRINT

PRESENTING PARTNER

$20,000+

Exclusive *(1 Available)*

FESTIVAL PARTNER

$10,000+

Limited *(3 Available)*

EVENT PARTNER

$2,000+

Multiple Available

COMMUNITY PARTNER

$500+

Multiple Available

BENEFITS	PRESENTING	FESTIVAL	EVENT	COMMUNITY
Name mention in all festival communications and media opportunities	❄			
Premier logo placement on all signage, print, and digital materials	❄			
Secondary logo placement on select signage, print, and digital materials		❄		
Logo placement on event-specific promotional materials			❄	❄
Advertising name mentions (including radio, TV, print, and digital ads)	100%	33%	Event-specific only	
Social media mentions	45 +	15 +	Event-specific only	Event-specific only
Recognition on festival specific digital displays (City internal screens and Summit Billboard)	100%	33%	Event-specific only	Event-specific only
Activation opportunities	All festival events	Three key events	Sponsored event	
Tickets to key event of choice	Eight	Six	Two	
Tickets to catered events	Two			
Tickets to non-catered events	Two	Two		
Tickets to specific sponsored event			Six	
Social media sponsor spotlight	Three	One		
Logo placement on City of Mount Pearl home page (4 weeks)	❄			
Frosty Festival website feature / 200 word Partner profile	❄			
Linked Partner logo on Frosty Festival webpage	❄	❄		
Partner logo placement on Frosty Festival webpage	❄	❄	❄	
Speaking opportunity at signature events	Two	One		
Speaking opportunity at sponsored event			❄	❄

PRESENTING PARTNER

INVESTMENT
$20,000+

AVAILABILITY
Exclusive

IMPACT
Maximum Visibility

PARTNER BENEFITS

- Premiere logo placement on all festival-wide print materials.
- Name mention in all festival communications and media opportunities.
- Name mentions in all festival advertising campaigns, including radio, television, print, and digital/programmatic ads.
- Name mentions in all Frosty Festival dedicated social media posts (minimum of 45).
- Recognition on all digital screens promoting Frosty Festival at City facilities and the Summit Billboard.
- Option for a booth and brand activation/giveaway at events where space allows.
- Eight tickets to one festival event of choice, plus two tickets to all other City-hosted events (subject to availability).
- Three dedicated sponsor spotlights shared on City and Festival social media channels.
- Logo on the City of Mount Pearl homepage.
- Logo on the festival webpage with an embedded link to the Presenting Partner's webpage.
- 200-word Presenting Partner profile on the festival webpage. The City will work with the Presenting Partner to develop profile content.
- Invitation for a company representative to attend and deliver greetings at two signature events.

FESTIVAL PARTNER

INVESTMENT
$10,000+

AVAILABILITY
3 Available

IMPACT
Strong Brand Exposure

PARTNER BENEFITS

- Secondary logo placement on select signage, print and digital materials.
- Name mentions in one-third of festival advertising campaigns, including radio, television, print, and digital/programmatic ads.
- Name mentions in one-third of all Frosty Festival dedicated social media posts (minimum of 15).
- Recognition on one-third of digital screens promoting Frosty Festival at City facilities and the Summit Billboard.
- Option to distribute branded materials at one key event.
- Six tickets to a festival event of choice, plus two tickets to all non-catered City-hosted events.
- One dedicated sponsor spotlight on City and Festival social media channels.
- Logo on the festival webpage with an embedded link to the sponsor's webpage.
- Invitation for a company representative to attend and deliver greetings at one event (excluding Opening Ceremonies).





MAKING WINTER MEMORIES TOGETHER.

EVENT PARTNER

INVESTMENT
$2,000+

AVAILABILITY
Multiple

IMPACT
Targeted Engagement

PARTNER BENEFITS

- Logo placement on sponsored event signage.
- Name mentions in advertising specific to the sponsored event.
- Name mentions in all social media posts related to the sponsored event.
- Recognition on event-specific digital displays at City facilities and the Summit Billboard.
- Opportunity to distribute branded materials at the sponsored event.
- Two tickets to a festival event of choice.
- Six tickets to the sponsored event.
- Logo on the Frosty Festival webpage.
- Opportunity for sponsor recognition and remarks where event format permits.

COMMUNITY PARTNER

INVESTMENT
$2,000+

AVAILABILITY
Multiple

IMPACT
Local Connection

PARTNER BENEFITS

- Logo placement on sponsored event signage.
- Name mentions in advertising specific to the sponsored event.
- Name mentions in all social media posts related to the sponsored event.
- Recognition on event-specific digital displays at City facilities and the Summit Billboard.
- Opportunity for sponsor recognition and remarks where event format permits

BECOME PART OF THE TRADITION!

Frosty Festival is Mount Pearl's largest winter celebration, bringing thousands of residents and visitors together for family fun, live entertainment, and memorable experiences.

Become a Frosty Festival sponsor and help bring this cherished community tradition to life. Sponsorship provides opportunities to connect with festival attendees, support community programming, and align your organization with one of the region's most recognized winter events.

CONTACT US TO GET STARTED!

Let's start the conversation! Reach out to Allison Whitty and Kyle McGuirk at info@frostyfestival.ca to learn more about becoming a Frosty Festival partner.



READY TO BE PART OF THE MAGIC?



**Sponsor benefits are subject to event format, venue limitations, and operational requirements. The City reserves the right to substitute comparable recognition opportunities where necessary.*

MOUNT PEARL

Frosty Festival

FROSTYFESTIVAL.CA

INFO@FROSTYFESTIVAL.CA