

A child's silhouette is seen from behind, reaching up towards a ceiling of glowing icicle-like light decorations. The icicles are made of clear plastic and are illuminated from within, creating a warm, golden glow. The background is a dark blue sky with white stars, suggesting a night sky. The overall scene is festive and magical.

CHRISTMAS  
\* .  
*Glow*  
\* .

EDMONTON'S PREMIUM  
INDOOR CHRISTMAS  
FESTIVAL

Welcoming 55,000+ Guests Annually

NOVEMBER 27 - DECEMBER 31, 2026  
EDMONTON EXPO CENTRE

*Shine Bright With Us This Holiday Season*



## WHAT IS GLOW

### *Edmonton's Largest Indoor Holiday Festival*

Glow Christmas Festival is a locally owned, large-scale indoor holiday experience that brings together tens of thousands of families, friends, and corporate guests each holiday season, welcoming 55,000+ guests and 6,000+ corporate party attendees.

Held at the Edmonton EXPO Centre, Glow features a brand-new theme each year, immersive light displays, live entertainment, family attractions, and special themed nights — creating joyful moments and meaningful holiday memories for guests of all ages.

Since 2018, Glow has grown into one of Edmonton's most anticipated and cherished seasonal traditions.



## WHY SPONSOR GLOW

### *Why Brands Choose Glow*

Glow connects brands with families and communities in a setting filled with joy, nostalgia, and celebration — during the most emotional and memorable time of year.

### Sponsors benefit from:

- Trusted, family-focused holiday tradition
- Direct access to 55,000+ highly engaged holiday consumers
- High dwell-time environment (guests spend 2-4 hours on-site)
- Multi-week exposure (not a one-night event)
- Highly engaged, local audience
- Premium on-site brand visibility
- Digital, social, and community reach
- Alignment with joy, tradition, and inclusivity

Glow partnerships go beyond visibility — they create meaningful connections that are felt, remembered, and shared.



## AUDIENCE & DIGITAL REACH

*A Highly Engaged, Family-Focused Audience*

Glow Christmas Festival connects brands with a large and actively engaged audience throughout the holiday season.

### On-Site Reach

- 55,000+ attendees
- 7,000+ corporate guests

### Digital Reach

- 246,000 website sessions
- 1.16M digital interactions
- 1M+ impressions

### Primary Audience

Families • Parents aged 25-44 • Community-focused consumers

Glow delivers consistent sponsor visibility across social media, digital advertising, pre-event planning, and on-site experiences, ensuring meaningful exposure before, during, and after each guest visit.



## PRESENTING PARTNER

Exclusive (1 Available) Investment Level: Premium Exclusive Partnership

Glow Christmas Festival presented by [Brand]

The Presenting Partner receives exclusive top-tier visibility and naming rights across the entire Glow experience, aligning their brand with one of Edmonton's most beloved holiday traditions.

### Presenting Partner Benefits

- Event naming rights across marketing, website, and ticketing
- Prominent logo placement throughout the festival
- Premium on-site branding in high-traffic areas
- Custom brand activation or experience
- Digital exposure across social media, email campaigns, and website
- Media and PR inclusion where applicable
- 100 complimentary tickets for guests, staff, or clients
- **Category exclusivity**

This partnership delivers maximum exposure, emotional connection, and long-term brand association with Glow's holiday magic.



## FEATURE PARTNER

Investment Level: Mid-Tier Premium Partnership

Feature partnerships deliver high impact at an accessible level, while maintaining premium brand alignment.

### Feature Partner Benefits

- Association with one marquee activation or event
- On-site branding within the selected area
- Logo placement on relevant signage and digital assets
- Social media and email features
- Website visibility on high-traffic pages
- Opportunities for sampling or on-site engagement
- 20 complimentary tickets

### Feature Partner Opportunities Include

- Glow Stage
- Kids Adventure Zone
- Santa Experience
- Mrs Claus Kitchen
- Glow Mini Golf
- Glow Train
- Merry Makers Market
- Themed Event Nights

Feature partnerships provide high impact at an accessible level, while still offering premium brand alignment with the Glow experience. Limited Availability – One Partner Per Activation



## Themed Event Sponsorship Opportunities

Each themed event offers one exclusive presenting sponsor opportunity.

### Glow After Dark (18+ Adult Night)

An exclusive adults-only evening featuring elevated entertainment, bar service, and a lively holiday atmosphere.

Audience: Young professionals, corporate groups, couples

Opportunity: Premium beverage partnerships, lifestyle brands, financial institutions, nightlife brands

### Glow Without Limits

A sensory-friendly private morning designed for individuals and families requiring a quieter, more accessible environment.

Audience: Families, community organizations, support networks

Opportunity: Community-focused brands, healthcare, inclusive organizations

### Golden Seniors Day

A dedicated daytime experience for senior residents and care communities in a relaxed setting.

Audience: Seniors, caregivers, retirement communities

Opportunity: Healthcare providers, insurance, pharmacies, financial planning

### Oilers Fan Day

A high-energy celebration where guests wear their team colours and celebrate Edmonton pride.

Audience: Families, sports fans, community groups

Opportunity: Sports brands, automotive, local businesses, beverage partners



## Themed Event Sponsorship Opportunities

### DaGrinch Day

A playful, interactive experience featuring our fan-favourite mischievous character.

Audience: Families, kids, social media-driven guests

Opportunity: Retail brands, family products, interactive activations

### Enchanted Evening

A magical evening starring popular Princesses and beloved characters with live stage performances and meet & greets.

Audience: Families with young children

Opportunity: Family brands, retail, toy companies, child-focused services

### Buddy the Elf Experience

A fun-filled interactive day inspired by everyone's favourite holiday elf.

Audience: Families, corporate groups, festive enthusiasts

Opportunity: Retail, food brands, experiential sponsors

...and More

Glow continues to introduce new theme days each season, providing fresh partnership opportunities and recurring engagement touchpoints throughout the event calendar.



## COMMUNITY & INCLUSION

*A Festival That Gives Back*

Glow Christmas Festival is deeply committed to creating joyful, inclusive experiences for everyone in our community.

Glow's commitment to community extends beyond the festival floor. We proudly support and partner with organizations such as:

- Edmonton Food Bank
- Ronald McDonald House
  - Autism Edmonton
  - Christmas Bureau

By partnering with Glow, brands align with a festival that values kindness, inclusion, and connection, while making the holiday season more accessible and memorable for thousands of families.

## LET'S CREATE SOMETHING MAGICAL TOGETHER

Thank you for taking the time to explore the partnership opportunities at Glow Christmas Festival.

By partnering with Glow, brands become part of one of Edmonton's most cherished holiday traditions — connecting with families and communities through meaningful, memorable experiences.

We'd love to learn about your brand goals and recommend a partnership that aligns with your objectives.

Full partnership details available upon request

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