



FESTIVAL DU VOYAGEUR 2025

SPONSORSHIP OPPORTUNITIES



OVERVIEW

FESTIVAL DU VOYAGEUR

Festival du Voyageur is renowned for its unique, interactive, historical and cultural experiences which commemorate the Francophone community as well as the First Nations and Métis people of the Red River Settlement.

Every winter since 1970, Saint-Boniface, Winnipeg's French quarter, is transformed into a winter paradise and becomes host to the largest Francophone event and largest winter festival in Western Canada.

Festival du Voyageur is a much anticipated 10-day celebration that welcomes over 75,000 participants to Parc du Voyageur and its official sites. This upcoming 56th edition will take place from **February 14 to 23, 2025**.

Fort Gibraltar is featured as the heart of the annual winter festivities. Voyageur, Métis and First Nations histories are brought back to life through historical interpretation offered inside Fort Gibraltar, and through the many attractions inside Parc du Voyageur and at the festival's various official sites. A wide variety of musical styles, traditional cuisine, snow sculptures, family activities and captivating performances are but a few examples of the entertainment visitors can expect during this distinctly Manitoban winter gathering.

Festival du Voyageur attracts a diverse range of visitors of all ages as well as a large portion of the Manitoba French-speaking community. We offer events and activities that are intended for the general public as well as others that target specific demographics such as francophones, families, youth, young adults, seniors, the LGBTQ2+ community, among others. We can help your organization's community outreach goals all while showcasing your joie de vivre and support for the francophone community.

Contact us to find out more about the below sponsorship opportunities or to discuss how we can tailor a sponsored venue, activity or event to fit your objectives.



FDV 2024 FUN FACTS

75,000

festivalgoers

*Parc du Voyageur
and official sites*

173

**artists &
sculptors**

12,893

**volunteer
hours**

15,669

**maple taffy
on a stick**

275

**hours of
concerts**

17

**Indigenous art
installations**

ONLINE PRESENCE



19,4 k
Followers



19 k
Followers



10,9 k
Followers



1,2 k
Followers



16 k
Followers



325+
Media
mentions



652,762
Website page views



25,753
Application sessions



11,500
Subscribers



50%
Open rate

SPONSORSHIP OPPORTUNITIES

OFFICIAL PARTNER

\$20,000 AND UP

Sponsorship opportunities at the Official Partner level include our tents and other major venues.

SPONSOR BENEFITS:

- Presenting rights of a tent/major venue
- Exclusivity in industry category
- Mention in all press conferences
- Logo in all press releases
- Logo in program
- Logo on event poster distributed city wide
- Logo et link on our website heho.ca
- Mention by masters of ceremonies throughout the Festival
- Banner advertisement on our website
- Banner advertisement in our mobile application
- Invitation to media events
- Onsite signage opportunities

- Logo on sponsorship boards onsite
- Corporate banner displayed on wooden fence of Parc du Voyageur
- Opportunity for activation
- Opportunity for team building activity or added-value client experience
- Right to use Festival du Voyageur brand according to the prescribed norms

INVITATION TO THE VIP RECEPTION

An evening gathering various partners to mingle while enjoying music and delicious food followed by full access to the festival grounds.

ACCESS TO FESTIVAL

- Complimentary day tickets

PREMIER SPONSOR

\$10,000 AND UP

Sponsorship opportunities at the Premier Sponsor level include the Snow Sculpture Symposium, the children's playground, the volunteer program, secondary venues and other special events.

SPONSOR BENEFITS:

- Presenting rights of activity or venue
- Mention in program
- Logo et link on our website heho.ca
- Invitation to media events
- Onsite signage opportunities
- Logo on sponsorship boards onsite
- Corporate banner displayed on wooden fence of Parc du Voyageur
- Opportunity for activation

- Opportunity for team building activity or added-value client experience
- Right to use Festival du Voyageur brand according to the prescribed norms

INVITATION TO THE VIP RECEPTION

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ACCESS TO FESTIVAL

- Complimentary day tickets

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR

\$5,000 AND UP

Sponsorship opportunities at the Major Sponsor level include special events, activations and activities.

SPONSORS BENEFITS:

- Presenting rights of special event or activity
- Mention in program
- Logo et link on our website heho.ca
- Invitation to media events
- Onsite signage opportunities
- Logo on sponsorship boards onsite

- Corporate banner displayed on wooden fence of Parc du Voyageur
- Right to use Festival du Voyageur brand according to the prescribed norms

ACCESS TO FESTIVAL

- Complimentary day tickets

FRIENDS OF FESTIVAL

\$2,500 AND UP

Sponsorship opportunities at the Friends of Festival level include single day events and unique activations.

SPONSOR BENEFITS:

- Mention on our website heho.ca
- Mention on sponsorship boards onsite
- Opportunity for other advertising
- Onsite activation
- Opportunity for employee team building

ACCESS TO FESTIVAL

- Complimentary day tickets



POTENTIAL OPTIONS FOR SPONSORSHIP

OFFICIAL PARTNER

- Parc du Voyageur concert tent venue
- Relais du Voyageur
- School Program

PREMIER SPONSOR

- International Snow Sculpture Symposium
- Children's Playground
- Volunteer Program
- Historical Interpretation

MAJOR SPONSOR

- Snowshoe Adventure
- Horse Sleigh Rides
- Snow Sculpture
- Wood Carving Demonstration
- Ice Sculpting Workshop
- Bonfires/Warming Stations
- Programming for a day

FRIENDS OF FESTIVAL

- Special Activities
- Activations





Festival du Voyageur

CONTACT US

Festival du Voyageur recognizes the importance of collaborating with our partners and sponsors to build a strong and trustworthy relationship. This allows us to offer a quality Festival to the community.

Thank you very much for your consideration. I look forward to hearing from you once you have reviewed the levels of sponsorship. Please contact me if you have any questions or comments.

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and Sales

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