FESTIVAL DU VOYAGEUR 2027
ADVERTISING 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 70,000 participants to Parc du Voyageur and its official sites. This upcoming 58th edition will take place from **February 12 to 21, 2027**.

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.



Festival du Voyageur

FDV2026 FUN FACTS

70,051 festivalgoers
Parc du Voyageur and official sites

205 artists & sculptors

+800 volunteers

14,144 school program participants

280 hours of concerts

1,456 recycled decorative fir trees

ONLINE PRESENCE

23,5 k Followers

19,9 k Followers

10,9 k Followers

1,3 k Followers

15,4 k Followers

350+ Media mentions

874,453 Website page views

288,645 Mobile app page views

10,600 Subscribers

50% Open rate

*Stats from November 1, 2025 to Mars 1, 2026

Festival du Voyageur

ADVERTISING OPPORTUNITIES

Rotating banner advertisement with link on homepage at www.heho.ca

Cost: $1,000

DIMENSIONS: 1200px width by 145px height
FORMAT: PNG
MAXIMUM SIZE: 1 MB
DURATION: Posted on the site as soon as received until March 31, 2027

*10 banners available
**Over 850,000+ website visits between November and March

Rotating banner advertisement with link in mobile application

Cost: $750

DIMENSIONS: 1200px width by 360px height
FORMAT: PNG
MAXIMUM SIZE: 1 MB
DURATION: Posted until March 31, 2027

*10 banners available
**The mobile application is published as of November 12, 2026

Advertisement in the printed program

This option is not available to political parties or their representatives.

Cost: $1,500

DIMENSIONS: 3.5in width by 2.5in height
FORMAT: PNG
MAXIMUM SIZE: 1 MB
DUE DATE: Friday, December 18, 2026

*1 listing available

ADVERTISING OPPORTUNITIES

Advertisement with link in newsletter to mailing list

Cost: $500

DIMENSIONS: 600px width by 250px height
FORMAT: PNG
MAXIMUM SIZE: 1 MB
DUE DATE: to be confirmed depending on the selected send-out date

*15 options available
**Over 10,500 subscribers

Banner on the wooden fence surrounding Parc du Voyageur

Cost: $1,500

DIMENSIONS: Vinyl banner with grommets approximately 6 feet width by 3 feet height (or existing banner with similar dimensions)
FORMAT: PNG
MAXIMUM SIZE: 15 MB
DUE DATE: Friday, January 8, 2027

*6 spots available
**If advertisers do not have an existing banner, they need to provide the design file to Festival du Voyageur. Festival du Voyageur will then take care of the printing.

Advertisement in PDF tickets

This option is not available to political parties or their representatives.

Cost: $1,500

DIMENSIONS: 520px width by 500px height
FORMAT: PNG
MAXIMUM SIZE: 1 MB
DUE DATE: November 6; tickets are launched on November 12, 2026

*2 listings available
*Over 50,000 tickets purchased online

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 opportunities above. Please contact me if you have any questions or comments.

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