



PARKLAND SUMMERFEST COMMUNITY FESTIVAL

SPONSORSHIP PACKAGE 2026

9AM TO 10PM

**JUNE
20TH**

**PARKLAND
COMMUNITY
CENTRE**

WWW.PARK96.COM
WWW.PARKLANDSUMMERFEST.COM



What is SUMMERFEST?

Summerfest is a one-day, volunteer-powered music festival that brings live Canadian music to the heart of Parkland. It has become a long-standing tradition with 20 years of celebrating local culture, connection, and the pride of community.

A few defining elements stand out

- **A celebration of Canadian music.** Showcasing local and national talent in an intimate, community-centered setting.
- **A grassroots operation.** Run by roughly 150 volunteers, many of whom have been involved since the beginning.
- **A multigenerational effort.** Youth who once enjoyed the Kids Zone now help run it, creating a sense of continuity and belonging.
- **A true community magnet.** Since 2018, Summerfest has drawn over 3,000 attendees each year, entirely through word-of-mouth and one email to residents.
- **A cultural anchor.** It reinforces Parkland's identity as a "hidden gem," where people show up for each other and celebrate together.

Why It Matters

Summerfest is not just an event, it's a social glue. Festivals like this strengthen community bonds in ways that formal programming rarely can.

- Creates shared memories and traditions.
- Gives residents a sense of ownership and pride.
- Offers youth meaningful roles and leadership opportunities.
- Showcases local talent and supports Canadian artists.
- Builds intergenerational connection in a natural, joyful way.

The fact that Summerfest thrives with almost no advertising speaks to the trust, enthusiasm, and word-of-mouth energy within the community.

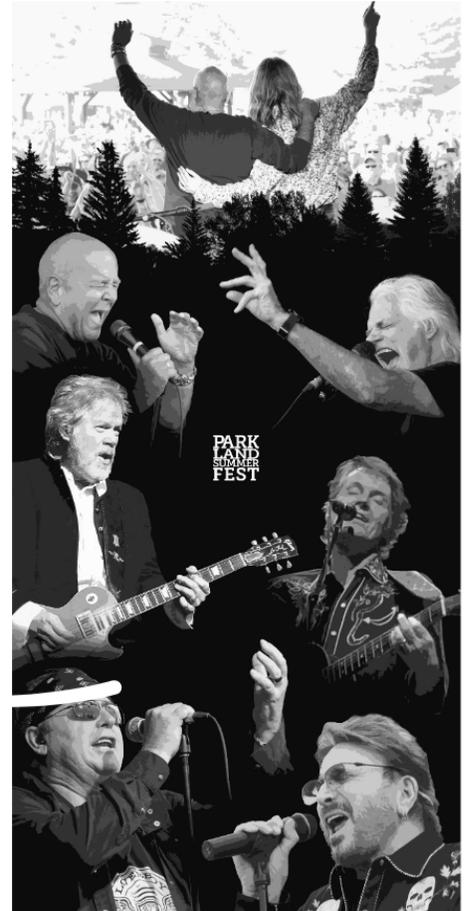
How It Fits Into Parkland's Identity

Parkland's reputation as a "hidden gem" is reinforced by events like this, small enough to feel personal, big enough to feel exciting, and rooted in the idea that community is something you build together. Summerfest becomes a kind of annual homecoming, a day where everyone shows up, pitches in, and celebrates what makes our neighbourhood special.

CELEBRATING 20 YEARS OF MUSIC IN THE PARK

AMAZING PERFORMANCES BY:

2025 THE TREWS, PRISM, LEE AARON
2024 BIG WRECK, HARLEQUIN
2023 54.40, CHILLIWACK
2022 APRIL WINE, BARNEY BENTALL
2019 COLIN JAMES, WIDE MOUTH MASON
2018 LOVERBOY, THE RAMBLIN' AMBASSADORS
2017 TROOPER, THE MITCH BELOT BAND
2016 YUKON BLONDE, JOCELYN ALICE
2015 THE NORTHERN PIKES, ODDS
2014 CHILLIWACK, THE DUDES
2013 BIG SUGAR, JORY KINJO
2012 54.40, JK AND THE RELAYS
2011 BEDOUIN SOUNDCLASH
2010 WIDE MOUTH MASON, TIM WILLIAMS
2009 SERENA RYDER, LUKE DOUCET
2008 JIM CUDDY, JENNIFER WARNES
2007 BLOOD SWEAT AND TEARS, THREE DOG NIGHT
2005 RANDY BACHMAN, THE MOCKING SHADOWS
2004 & 2003 THE CO-DEPENDENTS, JACK SEMPLE



**SUMMERFEST has two main music goals.
Host internationally acclaimed musicians &
promote local and provincial emerging artists.**



For complete musical history at Park96 go to:
www.parklandsummerfest.com



SPONSORSHIP HIGHLIGHTS

YOUR COMPANY TO OUR AUDIENCE

PARTNER SPONSORSHIP

\$500

Engages your company with a dedicated thank-you post on both our Facebook and Instagram platforms. Through our social media channels, your brand will receive visibility among our engaged community of attendees, local families, and supporters.

In addition, your company's logo and website link will be prominently featured on the front page of www.parklandsummerfest.com

HIGHLIGHTS:

1. **5 Adult tickets**
2. **Youth 0-17 tickets**
3. **5 Drink tickets**
4. **Social media**
5. **SUMMERFEST website links**

BRONZE SPONSORSHIP

\$1,000

Promote your company to Parkland residents and guests with prominent signage displayed at our front gate throughout the entire summer season. This high-visibility placement ensures that everyone entering the grounds sees your brand, giving your company repeated exposure to the many families and guests who attend events and activities all summer long.

Your company will also receive special recognition from our event emcee during the celebration, acknowledging your support in front of the live audience and highlighting your commitment to the community.

HIGHLIGHTS:

1. **10 Adult Tickets**
2. **Youth 0-17 tickets**
3. **10 Drink tickets**
4. **Social media**
5. **SUMMERFEST website links**
6. **Signage on the front gate**

SILVER SPONSORSHIP

\$2,000

Ensures your company stands out during Summerfest with prominent signage displayed on both the outside fence and inside the lively beer garden, giving your brand excellent visibility throughout the event. This dual placement helps capture the attention of guests as they arrive and socialize in one of the festival's most popular gathering spots.

Looking to connect directly with Summerfest attendees? Take advantage of the opportunity to host a booth where you can showcase your company, share information about your products or services, and engage with visitors face-to-face. It's the perfect way to build brand awareness, start meaningful conversations, and leave a lasting impression.

HIGHLIGHTS:

1. **20 Adult Tickets**
2. **Youth tickets available**
3. **20 Drink tickets**
4. **Social media**
5. **SUMMERFEST website links**
6. **Signage on the front gate**
7. **Signage in the beer garden**
8. **Host a booth in the Park**



SPONSORSHIP HIGHLIGHTS

YOUR COMPANY TO OUR AUDIENCE

GOLD SPONSORSHIP

\$4,000

Our premier package offers the perfect way to entertain clients, reward staff, or enjoy the event with friends in a comfortable and exclusive setting. Gold sponsors receive a private 10' x 20' tent giving your group a dedicated space to gather, relax, and take in the atmosphere of the event. Your package includes 30 admission tickets and 30 drink tickets, making it easy to host a larger group and ensure everyone can join in the fun.

Whether you're looking to showcase your business, thank valued clients, or simply enjoy a memorable day with your team, the Gold Sponsorship Package delivers a premium event experience with space, comfort, and great company.

HIGHLIGHTS:

1. **Includes 30 Adult Tickets**
2. **Youth tickets available**
3. **30 Drink tickets**
4. **Social media**
5. **SUMMERFEST website links**
6. **Signage on the front gate**
7. **Signage in the beer garden**
8. **Host a booth in the Park**
9. **Private 10' x 20' tent**
10. **Tables & seating for 20**

SUMMERFEST IS MAKING OUR AMAZING EVENT EVEN BETTER!

VIP RESERVED TABLE

\$1,000

Summerfest is expanding the experience by increasing seating by 40%, adding an additional 270 seats in our VIP Reserved Seating Area, located in a prime spot directly in front of the Clubhouse.

This exclusive section in the beer garden offers your group a comfortable, dedicated space to relax, socialize, and enjoy the festivities without worrying about finding a table. Each table will feature reserved signage with your party's name, so your group will have a welcoming place waiting for you when you arrive.

The General Admission tents with seats for 400 are exactly the same as previous years. More seats equals happy knees.

Whether you're gathering with friends, celebrating with coworkers, or bringing family along for the fun, our VIP Reserved Seating ensures you can enjoy great music, cold drinks, and the Summerfest atmosphere from one of the best seats in the house

Included:

1. **1 reserved table under a tent protecting you from the elements & 6 chairs**
2. **Youth tickets available**
3. **6 Summerfest adult tickets**
4. **12 drinks from the bar**
5. **2 sharable snacks**
6. **2 Servers circulating the most popular beverages from the bar**
7. **(no lineups... priceless)**

RESERVE YOUR TABLE ON EVENTBRITE: LINK IS ON WWW.PARK.COM

NEW FOR 2026 VIP RESERVED SEATING

HOW DO I RESERVE MY TABLE?

Below are the step by step instructions to reserve your table. The Park will email an invoice for \$1000 for the Sponsorship VIP Table for 6 once we receive the reserved confirmation.

Eventbrite defines your VIP Table as a SEAT. **ONE SEAT IS ONE TABLE FOR SIX.**

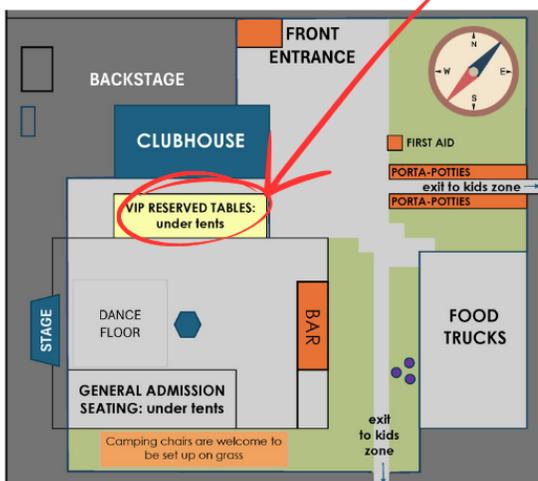
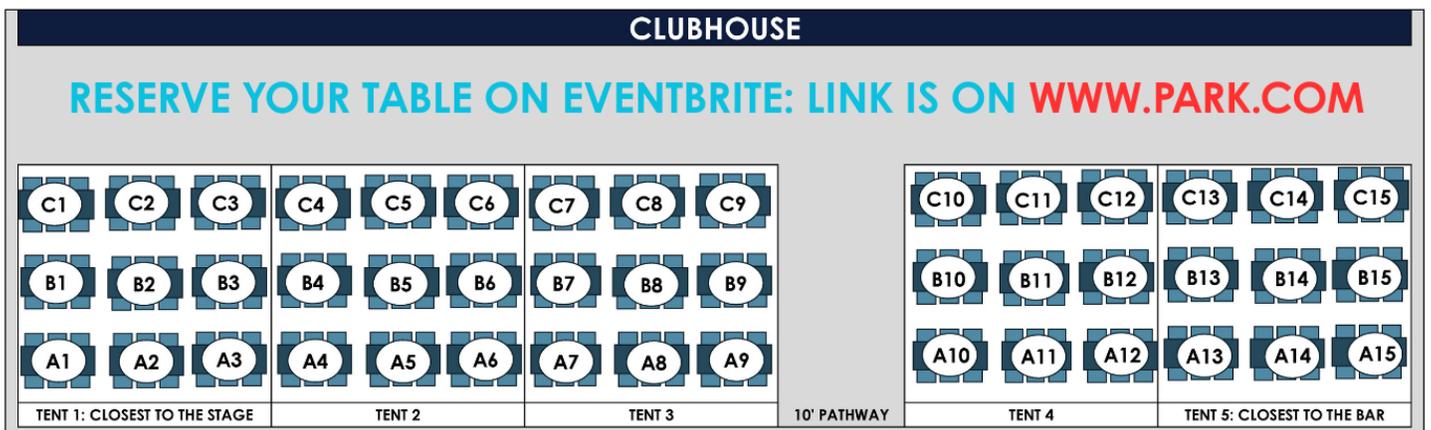
Step 1: Click on "Reserve a spot". Then click on "Buy on Map".

Step 2: Eventbrite will pre-select a table for you indicated by a white circle. If you would like to choose a different table, click on the pre-selected white table to de-select. Select your preferred table (or tables) and check out.

Step 3: Double check the number of tables you have selected by clicking the down arrow next to CA\$0.00 above the check out button. Click check out and input information.

Step 4: Summerfest will send you a confirmation invoice with payment instructions within 2 business days.

Step 5: Once payment is received your VIP Table is confirmed. A receipt will be emailed with instructions on how to pick up your package including wristbands, drink tickets etc.





2026 SCHEDULE OF EVENTS



9:00AM FUN RUN

Our day starts off with the option of a 3K, 5K or 10K Fun Run to get the blood pumping and to burn the calories for the afternoons trips to the Food Trucks and Beer Garden.

9:00AM - 11:00AM PANCAKE BREAKFAST

In 2026 we are changing things up again! **PANCAKE BREAKFAST** to energize you & your family from 9am-11am located in the West Cookhouse in the Kids Zone. Come to the kids Zone early, to be ready for ODDS opening at 3PM. This is not the year to miss!!

9:00AM - 1:00PM KIDS ZONE

Bouncers, lawn games, nerf games, archery, water wars and of course music are just a few of the activities we have planned for the Kids Zone. The Youth of Parkland are the key volunteers managing the bouncers, games and learning the ropes of what it takes to run a festival.

11:00AM FOOD TRUCKS OPEN

Each year we search for the latest culinary trends from food trucks. So far we have booked Mexican, Big T's BBQ, Waffles & Chixs, The Dogfather, Bow Tie Pizza and will have 8 total.

2:00PM BEER GARDEN OPENS

Village Brewery, Eau Claire Distillery, and Willow Park Wines & Spirits partner with Summerfest to provide local, delicious beverages for our guests.

3:00PM THE SHOW BEGINS

NEW FOR 2026! We are thrilled to announce ODDS are the Summerfest Opening Band. To encourage our audience to arrive earlier, THE ODD HAPPY HOUR will be hosted from 2:00PM to 3:30PM. Buy 2 drink tickets per person at the 2025 drink prices.



THE OPENING BAND
3:00PM
ODDS



THE HOUSE BAND
4:30PM
JADE ELEPHANT



THE HEADLINER
6:30PM
SAM ROBERTS BAND

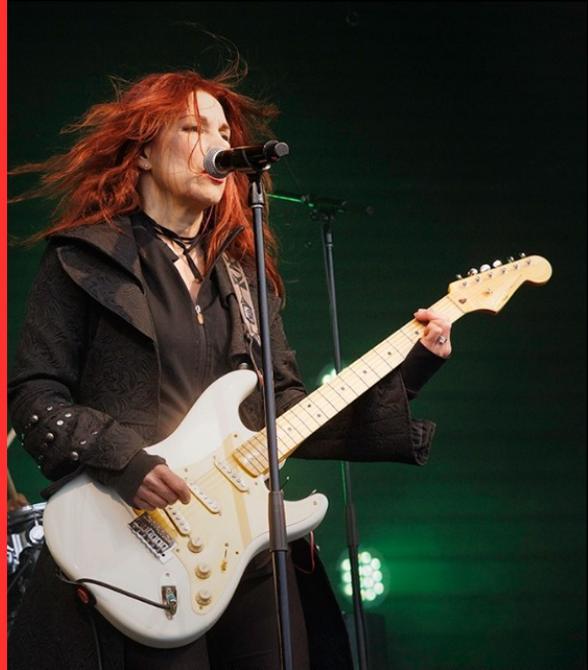


THE PARTY BAND
8:30PM
DINO MARTINIS

Music start times are not exact. They are an (in a perfect world) estimate.



Contact Jennifer in the
Park96 Office to discuss
your involvement in our
PARKLAND SUMMERFEST
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