

CANADA DAY FESTIVAL



SPONSORSHIP AND COMMUNITY PARTNER SUMMARY 2022



**Coca-Cola
Canada**
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STRATHCONA
COUNTY

ABOUT THE FESTIVAL

For the first time since 2019, the annual Canada Day Festival was brought back to Broadmoor Lake Park for a day of celebration and community!

Family-friendly interactive activities were available throughout the event. The day started with a free pancake breakfast at 9 a.m. and ended with fireworks at 11 p.m.

Canada Day Activity Map



BY THE NUMBERS - DIGITAL ANALYTICS

FACEBOOK:

- Reach: over 45,000
- Engagements: 2,100

TWITTER:

- Impressions: over 3,800
- Engagements: 158

INSTAGRAM:

- Reach: Nearly 8,000
- Engagements: 227

WEBPAGE:

- Total page views: nearly 20,000



BY THE NUMBERS - EVENT STATS

- Estimated number of attendees: 18,000
- Number of crafts made: 2,000
- Number of activities hosted: 75
- Number of performances (both stages): 29
- Number of canoe rides: 1,500
- Number of pancakes served: Nearly 9,000



VOLUNTEER SUPPORT

Our community is fortunate to have such a wonderful team of volunteers who support community events!

This year, there were over **140 volunteers** who provided nearly **600 hours** of their time to support the Festival.

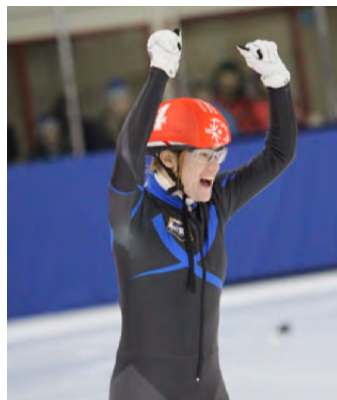
Some of the volunteer groups who participated on the day include:

- Citizens on Patrol
- Sherwood Park Elks
- Canadian Progress Club

Imperial Oil supported the volunteer lunch this year, as part of their Volunteer Sponsorship for the upcoming 2023 Special Olympics Alberta Winter Games!



Dream . Believe . Achieve



EVENTS AND ACTIVITIES

RE/MAX ELITE



Festival Guests had the opportunity to start their day with a free pancake breakfast, prepared by the **Canadian Progress Club** and sponsored by **RE/MAX Elite**.



MAMMOET



The weather held out this year, allowing guests to take part in all outdoor activities including the Mammoet Just Play activities.

- Baby Care Tent
- Caricature Artist Elements of Science
- Face Painting
- Sand Fun and Playground

ENTERTAINMENT



Throughout the day, guests had the opportunity to see 16 performances on the **Imperial Stage**. The highlight of the evening was a performance by Tim & The Glory Boys!



The **Sobeys Lakeland Ridge and Nottingham Fireworks** ended the day in Broadmoor Lake Park with an amazing 15 minute fireworks show!



THANK YOU TO OUR SPONSORS!

Festival Partner



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Canada

Feature Attraction Sponsors



Lakeland Ridge & Nottingham

Activity or Service Support Sponsors



E.R.C.S.
EDMONTON
RECREATION & CULTURE



Festival Friends

501 Legion Badlands Garrison
Bouncin' Around
Cooper Studios/
Pump Records Inc.
Crescendo Music Studios
Cash in Time

Citizens on Patrol
Elements of Science
Information and
Volunteer Centre
Park Centre and Hotel
RCMP

River City Events
Royal Astronomical
Society of Canada
Sherwood Park Mall

Community Partners

