



KAMLOOPS
CHRISTMAS
MARKET

2026

SPONSORSHIP PROPOSAL

ABOUT US



Celebrate the Magic of the Season at the Inaugural Kamloops Christmas Market

Step into a winter wonderland at the Kamloops Christmas Market, a festive celebration of the holiday season that brings together tradition, creativity, and community spirit.

At the heart of the market is a vibrant showcase of local craftsmanship and flavour. Guests can browse a carefully curated selection of handmade goods, discover unique gifts, and indulge in seasonal treats from local food vendors and breweries. Whether you're sipping something warm, sampling festive fare, or simply soaking in the sights and sounds, the Kamloops Christmas Market promises an unforgettable experience.

Designed for families, couples, and holiday lovers of all ages, this market is more than just an event, it's a place to connect, create memories, and celebrate the spirit of the season.

Proudly organized by the Kamloops Sports Council in collaboration with key community partners, including the City of Kamloops, T̓k̓emlúps te Secwépemc, Tourism Kamloops, and the Kamloops Central Business Improvement Association (KCBIA). This event is built on a strong foundation of strategic planning and broad community support. Together, we're creating an experience with city-wide visibility and lasting impact.

We invite you to be part of this exciting new tradition. Join us in bringing the Kamloops Christmas Market to life and creating holiday magic that will warm hearts for years to come.

Event Highlights

- **EXPLORE 40+ UNIQUE VENDORS**
- **LIVE MUSIC & FESTIVE PERFORMANCES**
- **SIP ON WARM, SPICED CIDER**
- **TASTINGS FROM LOCAL & REGIONAL BREWERIES**
- **EATS FROM FOOD TRUCKS & HOLIDAY FOOD VENDORS**
- **WONDER THROUGH WALK-THROUGH CHRISTMAS TREE**

Vision



- To become Kamloops' most beloved holiday tradition where creativity thrives, community comes together, and the joy of giving lights up the season.

Mission



- The Kamloops Christmas Market brings the community together through a festive, family-friendly celebration of local artisans, food, and holiday traditions. With immersive attractions and seasonal entertainment, we support local businesses and create lasting memories for all ages.



Presenting Santa

One Package Available

Naming Rights

Exclusive presenting naming rights to the "2026 Kamloops Christmas Market"

- Your organization's name will appear whenever the event is referenced – in all verbal, written, and visual communication.
 - Example: "2026 Kamloops Christmas Market presented by [Your Company]"

Marketing & Media Exposure

Brand Visibility Across All Promotional Channels

- Logo and name featured in all official press releases
- Verbal mentions included in radio advertising, TV, print, and audio media (as available)
- 15 exclusive sponsor mentions over a 5-week campaign

Custom Social Media Campaign

- Logo featured on every title-related post
- Give-away Contests (provided by company)
- 5 pieces of customized, branded content
- Dedicated thank-you posts

Website Presence

- Logo (Banner)
- Direct link featured on the event website

Print & Digital Exposure

- Full-page advertisement in the event directory (print and online)
- Logo placement on online tickets
- Logo featured on general event posters (Title Logo)
- Logo included on event map (Title Logo)

*Subject to printing deadlines

Event Visibility

On-Site Branding & Presence

- Signage in custom locations in the Christmas Market and the surrounding area
- One high-impact branding placement in your selected event zones
- Title logo placement at the Main Gate
- Custom main stage signage
- Banner in Venue area (provided by company)

On-Site Engagement

- Option to decorate a tree on site
- Live Stage mention
 - Prioritized during peak market times
- Opportunity in a 10x10 activation space for giveaways, demos, activities, or other brand experiences (coordinated with the event team)

Sponsor Perks

- 20 complimentary full-season admission tickets

\$30,000



Santa's Sleigh

Three Packages Available

Naming Rights

- Naming Rights for a Featured Market Attraction or Area (coordinated with the event team)
 - Example "[Your Company] Ferris Wheel, [Your Company] Santa's Workshop "

Marketing & Media Exposure

Brand Visibility Across All Promotional Channels

- Logo and name featured in all official press releases
- Verbal mentions included in radio advertising, TV, print, and audio media (as available)
- 10 exclusive sponsor mentions over a 5-week campaign

Custom Social Media Campaign

- Give-away Contests (provided by company)
- 3 pieces of customized, branded content
- Dedicated thank-you posts

Website Presence

- Logo (Banner)
- Direct link featured on the event website

Print & Digital Exposure

- Half-page advertisement in the event directory (print and online)
- Logo placement on online tickets
- Logo featured on general event posters (Large Logo)
- Logo included on event map (Large Logo)

*Subject to printing deadlines

Event Visibility

On-Site Branding & Presence

- Signage in custom locations in the Christmas Market and the surrounding area
- One high-impact branding placement in your selected event zone
- Logo on main stage signage
- Banner in Park (provided by company)

On-Site Engagement

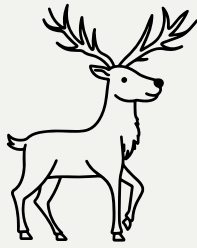
- Option to decorate a tree on site
- Live Stage mention
 - Prioritized during peak market times
- Opportunity in a 10x10 activation space for giveaways, demos, activities, or other brand experiences (coordinated with the event team)

Sponsor Perks

- 15 complimentary full-season admission tickets



\$20,000



Reindeer

Six Packages Available

Marketing & Media Exposure

Brand Visibility Across All Promotional Channels

- Verbal mentions included in radio advertising, TV, print, and audio media (as available)
- 5 exclusive sponsor mentions over a 5-week campaign

Custom Social Media Campaign

- Give-away Contests (provided by company)
- 2 pieces of customized, branded content
- Thank-you post

Website Presence

- Logo (Banner)
- Direct link featured on the event website

Print & Digital Exposure

- Half-page advertisement in the event directory (print and online)
- Logo featured on general event posters (Large Logo)
- Logo included on event map (Large Logo)

*Subject to printing deadlines

Event Visibility

On-Site Branding & Presence

- Signage in custom locations in the Christmas Market and the surrounding area
- One high-impact branding placement in your selected event zone
- Logo on main stage signage
- Banner in Park (provided by company)

On-Site Engagement

- Option to decorate a tree on site
- Live Stage mention
 - Closing of the market

Sponsor Perks

- 10 complimentary full-season admission tickets

\$10,000





Stocking

Eight Packages Available

Marketing & Media Exposure

Brand Visibility Across All Promotional Channels

- Verbal mentions included in radio advertising, TV, print, and audio media (as available)

Custom Social Media Campaign

- 4 leading up to event
- 2 during the weekend

Website Presence

- Logo on the event website

Print & Digital Exposure

- Mentions in event directory (print and online)
- Name on general event posters

*Subject to printing deadlines

Event Visibility

On-Site Branding & Presence

- Logo on general signage in the Christmas Market and the surrounding area (small logo)
- Banner in Park - 2 Locations (provided by sponsor)

On-Site Engagement

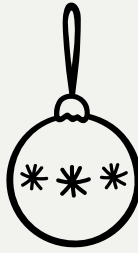
- Option to decorate a tree on site
- Live Stage mention

Sponsor Perks

- 4 complimentary full-season admission tickets

\$5,000





Ornament

Ten Packages Available

Marketing & Media Exposure

Custom Social Media Campaign

- 2 leading up to event
- 1 during the weekend

Website Presence

- Logo on the event website

Print & Digital Exposure

- Mentions in event directory (print and online)
- Name on general event posters

*Subject to printing deadlines

Event Visibility

On-Site Branding & Presence

- Logo on general signage in the Christmas Market and the surrounding area (small logo)
- Banner in Park - 1 Location (provided by sponsor)

On-Site Engagement

- Option to decorate a tree on site
- Live Stage mention

Sponsor Perks

- 2 complimentary full-season admission tickets

\$3,500





Candy Cane

Unlimited

Marketing & Media Exposure

Custom Social Media Campaign

- 2 leading up to event
- 1 during the weekend

Website Presence

- Logo on the event website

Print & Digital Exposure

- Mentions in event directory (print and online)

Event Visibility

On-Site Branding & Presence

- Logo on general signage in the Christmas Market and the surrounding area (small logo)
- Banner in Park - 1 Location (provided by sponsor)

On-Site Engagement

- Option to decorate a tree on site
- Live Stage mention

Sponsor Perks

- 2 complimentary full-season admission tickets

\$2,000





THANK YOU!

We hope you'll join us in bringing the 2026 Kamloops Christmas Market to life and making this a truly magical experience for our community.

If you're interested in sponsoring or have any questions, we'd love to hear from you!

Contact

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