SPONSORSHIP BROCHURE

JULY 23 - AUGUST 1, 2027



EXPLORE EDMONTON

WE ARE EDMONTON'S DESTINATION MANAGEMENT AND MARKETING ORGANIZATION (DMMO).

WHO WE ARE

Our team has created a unique identity for Edmonton and developed a strong reputation in the eyes of people around the world who are looking for opportunity here. Through the relationships we create with our partners and stakeholders, we showcase our city's capabilities, strengthen our global connections, and create diverse opportunities for investment in local industries. And we have a lot of fun doing it!

Explore Edmonton energizes the lives of all Edmontonians. By bringing in major events, we generate tourism dollars that support local businesses, help businesses attract talent by increasing the vibrancy of the city, and create a more compelling argument for improving city infrastructure, which benefits everyone.

Our signature events—KDays, Farm Fair International, and the Canadian Finals Rodeo—bring the community together and are enjoyed by people of all ages, year after year.

We connect people who want to hold events at our award-winning venues, the Edmonton Convention Centre and Edmonton EXPO Centre. The size and versatility of our venues allows for world-class events, unlimited opportunity, and more profitability for our partners.

AT EXPLORE EDMONTON, WE'RE ALL ABOUT CONNECTION.





KDAYS

A 10-DAY SUMMER STAPLE HELD IN EDMONTON FOR OVER 140 YEARS

JULY 23 - AUGUST 1, 2027

KDays has provided the backdrop of family fun, epic adventures and unforgettable experiences for generations. Partnered with North American Midway Entertainment for the past 40 years, KDays is the site of countless memories and exciting new offerings that keep the community coming back for more.

Explore Edmonton has been the proud steward of KDays since 2021. Our teams are proud Edmontonians and KDays superfans with a personal connection to the history of the event and a passion for supporting its continued success.

As Explore Edmonton continues to reimagine KDays, the focus has turned into creating something that welcomes Albertans, Canadians and the world. In 2025, we were proud to work with over 220 local community partners in the execution of the 10-day event. We also proudly brought in 300 local vendors.

The KDays experience is rooted in welcoming everyone to partake in the best days of summer. A chance to celebrate our City and our region and all we have to offer!

METRICS

KDays is a huge part of Edmonton's identity and has been instrumental in shaping how our community celebrates our civic pride. Each year, KDays contributes to over:

$31 MILLION
DIRECT ECONOMIC IMPACT

6,572 HOTEL ROOM NIGHTS BOOKED

16,496 JOBS SUPPORTED

225 COMMUNITY PARTNERS INVOLVED

KDAYS WELCOMES 783,000 FAIRGOERS ACROSS 10 DAYS

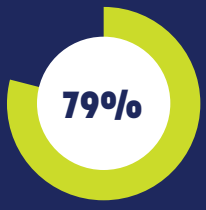
VISITOR AGES



KEY DEMOGRAPHICS



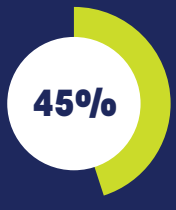
From Edmonton and region



Spend over 3 hours on the grounds



Attend KDays by themselves or with one additional person



Guests attend with no children

RESULTS

MARKETING & MEDIA REACH

107.4 MILLION

PAID MEDIA IMPRESSIONS

945,594 WEB SESSIONS	**80,869** NEWSLETTER CONTACTS REACHED
99,000+ FOLLOWERS ACROSS: FACEBOOK, INSTAGRAM, TIKTOK	**25,638,884** SOCIAL MEDIA IMPRESSIONS



EVERYONE'S WELCOME

AT KDAYS, WE STRIVE TO LESSEN OUR IMPACT ON THE ENVIRONMENT, WHILE ALSO DELIVERING A FUN-FILLED EXPERIENCE FOR FAIRGOERS.

KDays brings people together and offers them a chance to get in touch with their history, sense of place and culture – old and new. We are committed to delivering a fantastic experience for our guests and continuing KDays' legacy to create positive impacts for the Edmonton region and ignite a passion for adventure and support our community and our businesses!



KDAYS PROUDLY FEATURED PRIDE PROGRAMING INCLUDING HEADLINE ENTERTAINMENT AND PERFORMANCES ALONGSIDE INDIGENOUS PROGRAMING FOCUSED ON CULTURE CHANGE AND TRUTH AND RECONCILIATION.

VOLUNTEER & EMPLOYMENT

16,000+
jobs supported

5,000+
internship positions

30+
volunteer hours worked

SUSTAINABILITY

50%
waste diversion achieved

100,000+
beverage containers recycled

120,000L
of water dispensed at refill stations

955KG
of food donated to Edmonton Food Bank

EQUITY, DIVERSITY, INCLUSION & ACCESSIBILITY

225
community partners supported

300
local vendors showcased in KDays market

195
local artist performances highlighted

KDays provided hundreds of thousands of complementary admission tickets to community schools, non-profits that support youth, non-profits that serve newcomers and equity deserving communities, emergency responders and military families.

TAILORED PARTNERSHIP OPPORTUNITIES

BE A PART OF THE BEST 10 DAYS OF SUMMER

As a sponsor, you will have the unique opportunity to become a central part of the KDays story, sharing your brand with thousands of fairgoers while building meaningful connections throughout the Edmonton community.

- **EXPO HALL NAMING RIGHTS DURING KDAYS**
- **KDAYS MUSIC FEST MAIN STAGE NAMING RIGHTS**
- **ACTIVATION & EXHIBIT SPACE OPPORTUNITIES**
- **CATEGORY EXCLUSIVE OPPORTUNITIES**

- **FEATURED SPONSORABLE PROGRAMS:**
  - Premiers Pancake Breakfast
  - Themed days including: Family Day, Community Day, Seniors Day and Pride Day
  - Family Fun Zone
  - Featured Family Entertainment (Super Dogs)
  - Midway Fun
  - The Indigenous Experience
  - Innovation Zone
  - Competitive Exhibits
  - Monday Morning Magic





PARTNERSHIP PACKAGES

PACKAGE	HEADLINER	GOLD RUSH	SPOTLIGHT	TRAILBLAZER
PRICE	$20,000	$15,000	$10,000	$5,000
COMPLIMENTARY RIDE ALL DAY PASSES	50	30	20	10
GENERAL ADMISSION KDAYS PASSES	100	80	50	30
ON-SITE ACTIVATION SPACE	INDOOR MARKETPLACE (10 DAYS)	INDOOR MARKETPLACE (2 DAYS)		
INVITATION TO KICKOFF RECEPTION	4	2	2	1
INVITATION TO STAMPEDE KICKOFF	✦	✦		
EXCLUSIVE KDAYS ITEM	✦			
PROGRAM PLACEMENT	FULL PAGE + FEATURE	HALF PAGE	LOGO	LOGO
WEBSITE LOGO RECOGNTION	✦	✦	✦	✦
KDAYS MUSIC FEST PASSES	6 VIP PASSES	4 VIP PASSES	2 VIP PASSES	
ON-SITE DIGITAL ADVERTISING	GOLD LOOP	SILVER LOOP	BRONZE LOOP	

CONTACT

FOR ALL INQUIRIES

Edmonton EXPO Centre
Attention: KDays Team
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Edmonton, Alberta
Canada T5B 0J2

Email: Sponsorship@ExploreEdmonton.com