

Little Bonbon Ice Cream



PARTNER GUIDE

FEATURE PRODUCT PROGRAM

JULY 17–26, 2026





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PROGRAM OVERVIEW

CONNECTING LOCAL BUSINESSES WITH EDMONTON'S BIGGEST SUMMER CELEBRATION

The KDays Feature Product Program connects the Edmonton local business community with the excitement of KDays, bringing the festival beyond the gates and showcasing the city's best in creativity, cuisine, and innovation.

This partnership offers local entrepreneurs an opportunity to participate by featuring their specially crafted, KDays-themed products throughout the city in celebration of the event – while boosting business visibility, customer engagement, foot traffic, and sales.

PROGRAM OBJECTIVES

- ✦ **SUPPORT & DRIVE REVENUE FOR LOCAL BUSINESSES**
- ✦ **ESTABLISH A CITYWIDE KDays PRESENCE LEADING UP TO THE FESTIVAL**
- ✦ **SHOWCASE KDays BRAND TONES, HERITAGE & PLAYFUL ENERGY**
- ✦ **INCREASE KDays ATTENDANCE & ACCESSIBILITY**
- ✦ **STRENGTHEN COMMUNITY ENGAGEMENT ACROSS EDMONTON & AREA NEIGHBOURHOODS**

WHY PARTNER?

1. STRONG BRAND EXPOSURE

Integrated Marketing Campaigns: Your business and products will be featured in KDays marketing campaigns, including print, social media, newsletters, and influencer collaborations.

Online Business Profiles: The KDays website will spotlight your story, showcase your feature product, and link customers directly to your business.

Influencer Partnerships: Leverage the reach of local influencers to amplify your feature product's visibility and create buzz on social platforms.

Festival Recognition: Gain visibility as a part of Edmonton's epic summer fair, connecting your brand with hundreds of thousands of KDays attendees.

2. INCREASED TRAFFIC & REVENUE

Complimentary KDays Tickets: Encourage in-store visits and boost overall sales by offering complimentary KDays tickets with the purchase of your KDays feature product.

Generate Excitement: Utilize KDays tickets to create opportunities for upselling and increased brand loyalty to help drive foot traffic, repeat visits, and customer value while directly connecting your business to the excitement of KDays.

3. LOW BARRIER TO ENTRY

Accessible: The program is free for partners to participate, with ticket stock provided at no cost. This ensures the program remains accessible for local businesses of all sizes.



4. CITYWIDE VISIBILITY

Civic Pride: By participating, you'll showcase your commitment to Edmonton's community and culture, strengthening your brand's reputation as a local leader.

Media Opportunities: Be part of earned media efforts, such as news stories, radio segments, or KDays-exclusive press events, to further elevate your profile.

5. PROFESSIONAL MARKETING SUPPORT

Signage & Branded Materials: Receive promotional posters, A-frames, table tents, and other branded collateral tailored to draw attraction to your promotion.

High-Quality Digital Assets: Access to professionally designed social media templates, email graphics, guidelines, and promotional banners to streamline your marketing efforts.

Photography & Videography: Promote your product with high-quality images and videos captured by KDays.

2025 RESULTS & IMPACT

A Proven Program — Growing Every Year

BUSINESS PARTICIPATION

24

PARTNER
BUSINESSES

48

PARTICIPATING
LOCATIONS

TICKET DISTRIBUTION & ATTENDANCE

35,772 TICKETS

distributed by businesses

18,384 TICKETS

redeemed at the gates (51%)

ECONOMIC IMPACT

20,134

feature products sold

\$330,602

in KDays-related revenue
for businesses

\$17.31

average spend

MARKETING & MEDIA REACH

8,398,101

earned media
impressions

87,879

video views on
organic social

8+

media coverages

54,830

webpage views

29,633

newsletter opens

PARTNER HIGHLIGHTS & TESTIMONIALS



Confetti Sweets

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Participating in the KDays Feature Product Program was a fantastic experience for our bakery. The campaign was incredibly well-organized and supported—from high-quality marketing assets to the excitement generated citywide. The complimentary ticket incentive created real buzz, driving new and repeat traffic to our store while increasing our sales and average order value. Customers were genuinely thrilled to receive tickets with their purchase, and many returned just to take advantage of the offer again.

As a small business, we felt valued and included throughout the process. Explore Edmonton made it easy to integrate the promotion into our operations, and the results far exceeded our expectations. We'd absolutely recommend this program to other local businesses—it's a fun, impactful way to connect with the community, build your brand, and be part of one of Edmonton's most iconic summer tradition!

★ **CONFETTI SWEETS**

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Being a part of the KDays Partnership has been an amazing experience. The team is incredibly supportive and genuinely invested in helping small businesses succeed. It's a fantastic opportunity to offer KDays tickets to the community and to encourage continued connection, fun, and friendship through this iconic event. We highly recommend it to other businesses looking to build community engagement and brand visibility.

★ **TWICE CREAM**



Twice Cream



You Need a BBQ

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Getting the chance to partner with KDays was very inspirational to help us launch a new flavour of our seasonings and promote it in a unique way. I feel like it helped our brand and got more people eating more delicious BBQ!



YOU NEED A BBQ

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Having JACEK Chocolate being chosen as a partner in this year's promotion was truly an amazing experience. Creating a product that aligned with the KDays theme and something our customers would want to eat was very rewarding. Customers loved our "Golden Nuggets" and the added bonus of supporting a local business while receiving admission tickets in return. We saw an increase in foot traffic and sales in a normally quiet month for us. We will definitely be applying again next year to be a part of the fun!



JACEK CHOCOLATE COUTURE



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This ultimately helped our business gain new customers, and brought emotion to existing customers who are 'regulars' to be able to grab their regular donuts and snag some tickets while doing so.



DOUGHNUT PARTY



Doughnut Party

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Guests have been very intrigued by our featured product as the flavour is not something a lot of Korean Chicken businesses have tried creating. It caused us to push the flavour out and now it has been added to our menu as a permanent flavour.

✦ SEOUL FRIED CHICKEN



Seoul Fried Chicken



Yelo'd Ice Cream & Little Bonbon Ice Cream

//

Thank you for this. It was lots of fun to participate and feel like we are part of the event. We remember when the whole City would buy into KDays (just like they do in Calgary for the Stampede to the present) back in the day and businesses would have their windows decorated etc. This was a tiny glimmer of that spirit being reignited. I would love to see so many more businesses (local and otherwise) really get into the spirit and participate.

✦ YELO'D ICE CREAM & LITTLE BONBON ICE CREAM

//

It was great to be able to connect with a larger operation/event happening in our neighbourhood. It was fun to see those who came in specifically for tickets and those regulars who started asking more about KDays and our promo. We really enjoyed working with all the Explore Edmonton/ KDays staff that helped us during the promo event. Overall, the best aspect was the overlap in marketing and exposure from KDays, as we are a new business. It was a pleasure to get to know everyone involved.

✦ NUESTRA COFFEE SHOP



Nuestra Coffee Shop

2026 TIMELINE

FEB-APR | DEVELOPMENT

February 17 – Applications open

March 27 – Applications close

April 10 – Application decisions

April 11 – Product development begins

MAY | PRODUCT SUBMISSION & CONTENT CAPTURE

May 8 – Feature product info & marketing assets due

May – June – Photography & video capturing

JUNE | MATERIALS & TICKET DELIVERY

Late June – Signage, collateral & ticket stock delivered

Late June – Digital assets & brand package delivered

JULY | EXECUTION

July 2 – Promotions begin & media release

July 2-26 – Ticket distribution & product sales

July 17-26 – KDays

POST-EVENT

August 7 – Partner survey & ticket reporting due

PARTNERS PROVIDE

- A new/custom KDays-themed feature product
- Staff training to distribute tickets
- Social media and other marketing efforts to promote the offer
- Sales and ticket distribution tracking
- Participation in post-event survey

EXPLORE EDMONTON PROVIDES

- Complimentary KDays General Admission ticket stock
- Direction on creative alignment (as needed)
- Full marketing asset package
- Professional photos & video assets
- Printed signage & A-frames
- Web listing, social media features & media support

PARTNER APPLICATION PROCESS

STEP 1: REVIEW KEY PROGRAM STRUCTURE

Review program timeline and process to determine if this program is a good fit for your business and aligns with your capacity to execute.

ELIGIBILITY CRITERIA:

Local: Business must be locally owned and operated, and headquartered in the Province of Alberta.

Business Type: Business must operate in the food and/or beverage sector with a brick-and-mortar location. Retail businesses with a brick-and-mortar location may be considered on a case-by-case basis, depending on product alignment with the program.

Operational History: Business must have a minimum of six (6) months of operations by the start of the promotional campaign period (July 2, 2026). Newer businesses may be considered based on demonstrated readiness.

Location: Business must be located within the Edmonton Metropolitan Region, including City of Beaumont, Town of Devon, City of Edmonton, City of Fort Saskatchewan, City of Leduc, Leduc County, Town of Morinville, Parkland County, City of St. Albert, City of Spruce Grove, Town of Stony Plain, Strathcona County, or Sturgeon County.

Operational Capacity: Business must demonstrate operational capacity to meet the partnership deliverables and timelines outlined.

STEP 2: REVIEW ELIGIBILITY CRITERIA

Before applying, confirm that your business meets the program eligibility requirements outlined below.

Marketing Presence: Business is required to hold an active, consistent, and professional presence on social media platforms, such as Instagram, Facebook, TikTok, and/or X (Twitter), to support promotional activities.

Product Development Capability: Business must be able to design and offer a custom KDays-themed product.

Family-Friendly Alignment: Business products and services must reflect KDays' inclusive and family-friendly* values, and offer appeal to a broad audience.

**Exception: Businesses with liquor-related age restrictions (e.g., 18+ restaurants, bars, pubs, and lounges).*

Non-Eligible Businesses: National or International Franchises*, Liquor Manufacturers (Class E AGLC Liquor License), Non-Profit Organizations, Direct Selling Companies, Multi-Level Marketing, Wholesale Distributors, and Political/Religious-Affiliated Businesses.

**Exception: Franchises owned and headquartered in Alberta.*

STEP 3: SUBMIT APPLICATION FORM

Complete a partner application form through the KDays website using the [Application Link](#).



FEBRUARY 17

APPLICATIONS OPEN

MARCH 27

APPLICATIONS CLOSE

APRIL 10

APPLICATION DECISIONS

STEP 4: EVALUATION PROCESS

All applications proceed through a selection process and are forwarded to a committee for approval. Submitting an application does not guarantee acceptance into the program.

The following factors are considered during the selection process:

1. Alignment to eligibility criteria.
2. Number of participating businesses in the program.
3. Balance of businesses offering similar products and services.
4. Balance of business locations.
5. Appropriateness of product, service, or presentation.



Central Social Hall

HOW THE TICKET PROMOTION WORKS

THE KDays FEATURE PRODUCT PROGRAM INTEGRATES COMPLIMENTARY KDays TICKET DISTRIBUTION AS A KEY INCENTIVE TO DRIVE CUSTOMER ENGAGEMENT, FOOT TRAFFIC, AND SUPPORT THE SALES OF FEATURE PRODUCTS.

PURCHASE-THRESHOLD PROMOTION MODEL

Customers receive two (2) complimentary KDays General Admission tickets with any purchase over a designated dollar amount (set by each business).

THIS PROMOTION MODEL

- Is simple for staff & customers
- Creates flexibility across product types
- Reduces labour & production pressure
- Creates promotion consistency with partners



TICKET ALLOCATION

Explore Edmonton will provide the participating business with an initial allotment of KDays General Admission (GA) tickets at no cost to begin the promotion. Additional tickets may be requested during the promotion, subject to availability.



Central Social Hall

LIQUOR PRODUCT GUIDELINES



Businesses may create liquor-based feature products. To comply with Alberta Gaming, Liquor and Cannabis (AGLC) policy:

- Customers must not be required to purchase liquor exclusively to receive tickets.
- Your ticket-qualifying purchase threshold must apply to any non-alcohol product(s) as well.

You may promote your liquor-based feature product, but it cannot be the only path to receiving tickets.

Example: “Spend \$18 or more and receive two (2) FREE General Admission tickets to KDays — any items qualify, including food, beverages, and desserts.”

CREATING YOUR FEATURE PRODUCT

**KDAYS, OWNED AND
MANAGED BY EXPLORE
EDMONTON CORPORATION,
BEGAN IN 1879 AS THE
EDMONTON EXHIBITION.**

The event has evolved through Klondike Days and into KDays, continuing as a gathering place and celebration of summer for Northern Alberta.

By connecting your product to KDays' history, branding, and community focus, you'll create memorable offerings that resonate with fairgoers. The following strategies are intended to inspire product creations that align with KDays themes.

WHAT MAKES A GREAT KDAYS FEATURE PRODUCT?

Partners may design any type of product that aligns with their brand and creativity, including:

- Desserts
- Beverages
- Specialty meals
- Frozen treats
- Baked goods
- Snacks
- Novelty or seasonal items



JACEK Chocolate Couture

FOUR WAYS TO TIE INTO THE KDAY'S BRAND

1. REIMAGINE FAIR CLASSICS

ELEVATE THE FAMILIAR

Enhance classic fair foods with gourmet touches or unexpected pairings.

- Savory Churros – Topped with cheese and jalapeños for a unique twist.
- Gourmet Mini-Donuts – Infused with local honey and drizzled with spiced chocolate.

INVENTIVE PRESENTATION

Reinvent how fair foods are presented; make them shareable, portable, or visually spectacular.

- Rainbow Cotton Candy Mocktail – Layered drink topped with cotton candy that dissolves into the beverage.
- Fried S'mores-on-a-Stick – Portable dessert dipped in batter and deep-fried.

2. SHOWCASE EDMONTON'S LOCAL INGREDIENTS & FLAVOURS

CELEBRATE LOCAL SOURCING

Use ingredients that reflect Alberta's agricultural richness (local dairy, Alberta beef, fresh berries).

- Flavours of the Region: Use Saskatoon berries, rhubarb, or wild mushrooms.
- Saskatoon Berry Pie Milkshake – Traditional dessert with a modern flair.



FOUR WAYS TO TIE INTO THE KDAY'S BRAND

3. DRAW INSPIRATION FROM KDAY'S HISTORY

WILD WEST HERITAGE

Use maple, molasses, smoked meats, berries.

- Wild West Smoked Maple BBQ Sauce – In jars or used in dishes.
- Klondike Mike Mule – Cocktail with ginger beer, lime, and gold-leaf-infused vodka.

GOLD RUSH ERA & KLONDIKE SPIRIT

Use gold hues (edible gold dust, golden caramel, yellow packaging).

- Golden Nugget Truffles – Rich chocolate truffles coated in gold shimmer.
- Recreate recipes from the 1800s/early 1900s (e.g., sourdough).
- Klondike Sourdough Slider Buns – For gourmet mini sandwiches.
- “Prospector’s Meal” – Golden fried chicken with spiced honey butter biscuits.

4. EMBODY KDAY'S BRAND IDENTITY

FUN PRESENTATIONS

Edible glitter, unique shapes, interactive components.

- Popcorn Surprise Cones – Cones filled with caramel popcorn, candy, drizzled chocolate, topped with cotton candy.

PLAYFUL & INCLUSIVE CONCEPTS

Items that appeal to all ages with nostalgia or whimsy.

- KDays Sundae Explosion – Layered dessert with edible glitter in keepsake cup.

BOLD COLORS

Reflect vibrant KDays colors (Sunset Orange, Dusky Pink, etc.).

- Pink Lemonade Cheesecake Bars – Pastel layers of pink and yellow.

✦ PARTNER INSPO FROM 2025 ✦



Flirt Cupcakes



La Poutine



MEAT



Bloom Cookie Co.



PACT Coffee



Jack's Burger Shack



Fox Burger



Central Social Hall

KDAYS OVERVIEW

KDAYS, HOSTED BY EXPLORE EDMONTON, HAS BEEN EDMONTON'S SIGNATURE SUMMER FAIR SINCE 1879.

IT'S NORTHERN ALBERTA'S GATHERING PLACE FOR TEN DAYS OF EPIC FUN AT THE PEAK OF SUMMER.

KDays is the local tradition that brings us all together... for ten days, we unite in the simple pursuit of fun and wonder, and stand up to say we are Edmonton. And we are epic.

STRATEGIC GOALS

COMMUNITY SEES KDAYS AS THE ULTIMATE SUMMER CELEBRATION.



KDAYS ATTRACTS INSPIRED LEADERS WHO BUILD EXPERIENCES AND ENGAGEMENT THAT CELEBRATE EDMONTON.



EDMONTONIANS SEE THEMSELVES IN KDAYS THROUGH THE EXPERIENCES THEY HELP CREATE.



THE KDAYS EXPERIENCE IS MORE THAN JUST A MIDWAY - IT'S A CELEBRATION OF ALL THINGS EDMONTON, THROUGH MUSIC, RIDES, FOOD, AND SHOPPING.

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:

\$25.5 MILLION
DIRECT ECONOMIC IMPACT

6,572 HOTEL ROOM NIGHTS BOOKED

16,496 JOBS SUPPORTED

225 COMMUNITY PARTNERS INVOLVED

**KDAYS WELCOMES
764,131 FAIRGOERS
ACROSS 10 DAYS**

VISITOR AGES



KEY DEMOGRAPHICS



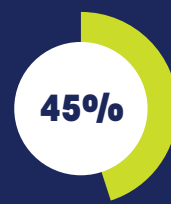
From Edmonton and region



Spend over 3 hours on the grounds



Attend KDays by themselves or with one additional person



Guests attend with no children



Thank you for exploring the opportunity to partner with KDays for the Feature Product Program. As a participating business, you will have the unique opportunity to become a central part of the KDays story, sharing your creativity with thousands of fairgoers while building meaningful connections throughout the Edmonton community.

**DON'T MISS YOUR CHANCE
TO BE PART OF THIS
IMPACTFUL PROGRAM—
APPLY TODAY AND JOIN US
IN CELEBRATING THE BEST
OF EDMONTON!**



CONTACT

FOR ALL INQUIRIES

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