

BON SOO



WINTER CARNIVAL

2025

SPONSORSHIP PACKAGE

FINALIST



NORTHERN ONTARIO
INDUSTRY LEADER
AWARDS
NOMINEE

ABOUT BON SOO

INTRODUCTION

For generations, the Bon Soo Winter Carnival has been wowing Northern Ontario with frozen winter magic, ice carved sculptures, and a massive variety of entertainment appealing to audiences of all ages. Now in its **62nd year**, festival organizers have designed this Sault Ste. Marie pillar event for the future. 2025's line up will include old returning favourites, perennial staples, and brand new never before seen entertainment!

Join the frozen few that will revive this carnival and bring smiles and awe to our community for generations to come.

VOLUNTEER STORY: AMELIA MORRIS



“When I moved to Sault Ste. Marie from Toronto in late August 2022, I’d heard only rumblings of Bon Soo from family who had grown up in the area, and of course, new friends. I was also shown some YouTube videos of Bon Soo’s past so come February I was super excited to see what Bon Soo was. I had even committed to the Polar Bear Dip with some new friends and as the day neared for the swim, I went on a date to grab some Sunday afternoon beers at Northern Superior Brew Co.. They were running a contest to enter your name and win a Soo Greyhound jersey with Mr. Bon Soo on it. My boyfriend and I entered, and I made a joke about how lucky I’d been thus far in the Soo and that I’d win. Lo and behold a few days later, Liza from Northern Superior Brew Co. called me and I had won – I couldn’t believe it. I picked up the jersey the second I could, got my photo taken, and even did the Polar Bear Plunge wearing it, which garnered a thumbs up from Mr. Bon Soo himself.

The hilarity of it all, that I would win this coveted jersey on my first Bon Soo (friends and the boyfriend who didn’t win, could not believe it!) combined with the sincere sweetness that Liza, the Northern Staff, and Josh (and honestly everyone I’ve encountered in the Soo thus far) had shown me had me thinking just how special this all was.

A few months later I saw a post that Bon Soo was looking for some board members and I knew that would be the perfect opportunity for me to return the luck and kindness I had received right back to Bon Soo. So far, I am loving the experience and can’t wait for Bon Soo 2025.”



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WHY SPONSOR BON SOO?

2024 ROI METRICS

- 2024 Paid media impressions: 738,211
- 2024 Overall website visitation (Jan 1- Feb 19, 2024) 27,700
- 2024 Sault Tourism feature visitation (Jan 1-Feb 19, 2024) 65,500
- Passes Sold: 7,747
- Overall attendance over nine days (including repeat attendees) 121,000
- Earned media coverage included 40+ features on outlets including: Radio-Canada, CBC News and the Globe and Mail

Social Media (META data) • • •

Overall Reach – 89,504 Facebook
Strongest Traffic Date: January 25, 2024 - 19,760 reach
Instagram
Strongest Traffic Date: January 22, 2024 - 1,251 reach

WHAT OUR PARTNERS HAVE TO SAY

“The partnership between Tourism Sault Ste. Marie and the Bon Soo Winter Carnival during its revival 60th year was an unprecedented success, generating a significant increase in both sales and marketing. Working alongside veteran leadership and a 60th-anniversary steering committee full of new and active community members, a program was developed with activities for every demographic and events that weren’t climate dependent. The board of directors is encouraged and excited to continue our partnership with newly elected leadership helping this marquee event, building it into a winter product that is full of nostalgia, adventure, and fun that families from Sault Ste. Marie, Algoma, and across the province can enjoy.”

- Beverly Barber, Tourism Sault Ste. Marie Board Chair



“The Soo Greyhounds Hockey Club and Bon Soo Winter Carnival are long standing community assets that Sault Ste. Marie, Algoma and Northern Ontario have come to associate with cheers, smiles, and dynamic winter fun. Our hockey club was more than excited to collaborate with Bon Soo in celebration of its 60th anniversary year with the creation of an alternate jersey forged in both brand’s red and white colour scheme with Mr. Bon Soo front and centre. This partnership assisted Bon Soo in its goal to diversify programming, revenue streams, and add high value promotional opportunities to the carnival. As we head into the 2023-2024 season the Soo Greyhounds remain committed to Mr. Bon Soo and look forward to the January game takeover, our athletes participating in one of the events in this year’s schedule and maintaining a strong partnership between our two iconic brands. We encourage the stakeholders of our community to find ways to support and/or sponsor Bon Soo!”

- Tim Lukenda, President & Governor, Soo Greyhounds Hockey Club



“Supporting festivals and events, like Bon Soo, is vital to the health and sustainability of our tourism economy in Northern Ontario. Not only does it bring regional travellers into our urban centres, it increases the value-add for our residents looking to experience tourism products in their own communities. Bon Soo has been a mainstay of the Sault Ste. Marie festival and event scene for decades and recent investment in the event was evident through last year’s success.”

- Stephanie Hopkin, Senior Coordinator, Destination Northern Ontario



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THE WOOLEN WARRIOR

TITLE - \$37,500 *(1 opportunity)*

Naming rights for specific programming and inclusion of logo on all event material (Bon Soo button pending timeline) including swag
Festival in the 2025 year referred to as 'BON SOO WINTER CARNIVAL PRESENTED BY *YOUR COMPANY*'
Large scale banner with your logo + tagline displayed on main stage and volunteer stations located in various locations throughout the festival's 9 day run
Logo featured on the front page of digital and printed 2025 program
A thank you to your company at Bon Soo's 2025 lantern + Moonlight Magic Holiday Tree Lighting 2024 (approx 4000 attendance)
Opportunity to speak at opening ceremonies
Logo + recognition on the Bon Soo website and social media platforms
Naming rights for specific opening ceremonies and inclusion of logo on our 62nd annual limited edition materials (bon soo button pending timeline)
Branding on all volunteer apparel
50 free button passes to Bon Soo base programming
1 free passes to all paid tier events
Sponsor Decal for your place of business
Video interview or quote posted on Bon Soo's social platforms prior to 2025 festival
Logo on all merchandise that will be given to volunteers (last year approx 150 individuals)
Merchandise will be worn by volunteers throughout the nine day festival



'24 RECAP



'24 RECAP



'24 RECAP



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PREMIER - \$30,000 *(1 opportunity)*

- Naming rights to a marquee event
- Recognition at opening ceremonies
- Opportunity to speak at opening ceremonies
- 5 free passes to headline event
- Sponsor Decal for your place of business
- Logo + recognition on the Bon Soo website and Social media platforms.
- Large logo on the front cover of printed program
- Opportunity for company branded material to be present during the carnival (ex: tents, banners, staff in branded clothing)
- 35 free general festival pass Jacket tags
- Sponsor Decal for your place of business
- Video interview or quote posted on Bon Soo's social platforms prior to 2025 Festival



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THE SNOWED IN SCOUNDREL

KID ZONE SPONSOR - \$20,000 *(1 opportunity)*

- Naming rights to the bum slides
- Logo included on-site banner
- Large logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- Opportunity for a company volunteer's to takeover of programming (Examples include: provided branded tents, staff in branded t-shirts operating volunteer stations, etc.)
- Recognition at opening ceremonies
- Opportunity to schedule an evening (8pm-10pm) to have the slides private for friends, co-workers and or family.
- 25 free general festival pass jacket tags
- Sponsor Decal for your place of business
- Video interview or quote posted on Bon Soo's social platforms prior to 2025 festival



VOLUNTEER SPONSOR - (5 STAFF - 5 HOURS)

- Logo included on-site banner
- Medium logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- Opportunity to bring your company branded SWAG (examples include: your volunteer, employee, company vehicles, gear, t-shirts, hats, flags/banners etc at entrance of slides) to wear and/or hand out. 5 free general festival pass ski tags
- Sponsor Decal for your place of business



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POLAR BEAR SWIM - \$10,000 (1 opportunity)

Participants jump into the icy waters of the St Mary's River - often decked out in costume.

- Naming right to the Polar Bear Swim
- Medium Logo featured on the back page of Festival and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- Verbal recognition + opportunity to speak at Polar Bear Swim
- 50 free general festival pass tickets
- Sponsor Booth for your place of business
- Signage in front of Portable Saunas
- Video in interview or quote posted on Bon Soo's social platforms prior to 2025 festival

This Bon Soo Classic was elevated in 2024. Last year's incredible revamp of the event included a site change to the Bushplane Museum, live concert, liqueur and beer bar, and outdoor barrel saunas! Festival organizers want to continue to build on the hype. Help us continue to make the Polar Plunge closing bash and Polar Bear Swim stronger than ever!



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THE FRIENDS OF FROSTBITE

ART INSTALLATIONS - \$7,500 (2 opportunities)

- Logo included on-site banner
- Large logo featured on back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- Recognition at opening ceremonies
- Opportunity to schedule an evening (8pm-10pm) to have the slides private for friends, co-workers and or family.
- 10 free general festival pass ski tags
- Sponsor Decal for your place of business
- Video interview or quote posted on Bon Soo's social platforms prior to 2025 festival



Historically the Bon Soo Winter Carnival has been home to some of Ontario's most dynamic and breath taking snow sculptures. As the world continues to shift, the level of snow we receive annually fluctuates unpredictably. As such Bon Soo has invested in banners, flags, and inflatables - but still wants to find a way to create 'natural' decor that celebrates both our unique location and the peoples that live here.

Collaborate and help Bon Soo find ways to showcase artists and their works whether it be snowcarvings, wood carvers, or other concepts that our board can present to you.

POLAR RUSH OBSTACLE COURSE- \$3,000 (2 opportunity)

- All marketing for the event to read, "Polar Rush presented by XX Company"
- Logo included on-site banner
- Large logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- Opportunity to bring your company branded SWAG (example: hats on your volunteers, placing company vehicles near to slide entrance, flags/banners etc at entrance of slides.) to wear and/or hand out.
- 5 free general festival pass ski tags
- Sponsor Decal for your place of business
- Video interview or quote posted on Bon Soo's social platforms prior to 2025 festival



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DOUBLE SOCK SIDEKICK

Hosted on top of Northern Superior Brew Co, surrounded by club lighting DJ and EDM performers mix the 1's and 2's in subzero temperatures to a mosh crowd below!

SNOWBATH EDM EVENT - \$3,500 (1 opportunity)

- Naming right to the EDM snow bath
- Banner on DJ booth
- Medium logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- 8 free general festival pass ski tags
- Sponsor Decal for your place of business
- Verbal recognition of your sponsorship during the event



PRINT - \$3,000

SPONSORED

- Print sponsor logo will appear on all printed content. Logo featured on the back page of digital and printed 2025 program. Logo + recognition on the Bon Soo website and social media platforms. 8 free general festival pass ski tags. Sponsor Decal for your place of business.

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BUNDLED UP BUDDIES 4

4 ON 4 HOCKEY - \$2,500 (1 opportunity)

- Naming right to the 4 on 4
- Banner at 4 on 4
- Medium logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- 5 free general festival pass ski tags
- Sponsor Local for your place of business

SPONSORED

Old school Canadian classic. This event is specifically targeting local businesses to put their team of 4 together to kindle rivalry and rabble rousing. Prizes for top 4 teams.

PONY RIDES - \$2,000 (1 opportunity)

- Naming right to the Pony Rides
- Banner at Pony Rides
- Medium logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- 5 free general festival pass ski tags
- Sponsor Local for your place of business

SPONSORED

The Bon Soo team is working on diversifying activities throughout the week for families in case of warm weather. Pony Rides were a HIT in 2023 and 2024 , help us bring it back this year!



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COMEDY/ILLUSIONIST NIGHT - \$2,000 (2 opportunities)

- Naming right to Comedy/Illusionist Night
- Medium logo on the back page of digital + printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- 5 free general festival pass ski tags
- Sponsor Decal for your place of business



Bon Soo is working towards premier vaudeville adult oriented entertainment with past talent including: The Sentimentalists, Illusionist Ryan McFarling, Indigenous Comedian group The Deadly Aunties, Drag Performances by Tim Murphy, Glen Foster & more.

GLOW NIGHT - \$2,000 (1 opportunity left)



- Naming right to the Glow Night
- Medium logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- 5 free general festival pass Jacket tags
- Sponsor Decal for your place of business

One night during the festival GLOWING lights will take over all of Bon Soo's 3 zones. Lighting as well as glow sticks will neon up Northern Superior during the EDM night, Clergue Park and the Plaza skate trails and the Bum Slides with glowing skaters and sliders alike!

FAMILY DANCE - \$2,000 (1 opportunity left)



- Naming right to the Family Dance
- Medium logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- 5 free general festival pass Jacket tags
- Sponsor Decal for your place of business
- Verbal recognition of your sponsorship during the event

One of the most popular events for young children is the Bon Soo family dance. Hosted at the Machine Shop with snacks, dancing and professional lighting with the kids zone right outside! This year look out for a Valentine theme!

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DJ DISCO SKATE + DJ EVENTS- \$1,500 *(1 opportunity)*



- Naming right to the DJ Disco Skate
- Medium logo featured on the back page of digital and printed 2024 program
- Logo + recognition on the Bon Soo website and social media platforms
- 3 free general festival pass Jacket tags
- Sponsor Decal for your place of business
- Verbal recognition of your sponsorship during the event

A retro event that returned in 2023 was a massive success. This year we will have live DJ's during the skate with lighting worthy of a disco!

MARIO KART - \$1,500 *(2 opportunities)*

- Naming right to Mario Kart event
- Medium logo featured on the back page of digital and printed 2024 program
- Logo + recognition on the Bon Soo website and social media platforms
- 3 free general festival pass jacket tags
- Sponsor Decal for your place of business
- Verbal recognition of your sponsorship during the event



The Mario Kart event has been well attended for years and gives families a break from the cold elements while still being able to spend quality time together. This year the focus is all things video gaming. Mario Kart Tournament + VR!

FILM SPONSOR - \$1,000 *(1 opportunities left)*



- Naming right to Movie Screenings during Bon Soo
- Medium logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platforms
- 3 free general festival pass jacket tags
- Sponsor Decal for your place of business
- Verbal recognition of your sponsorship during the event

In 2023 Bon Soo introduced a film screening during the festival to a sold out crowd.

In 2025 we hope to screen both a children's and regular admittance film during the festival run.



LONG UNDERWEAR LEGION

We all have a story about why we love Bon Soo! Consider contributing to Bon Soo as part of the long underwear legion.

DONATION - MIN. \$250

- Logo featured on the back page of digital and printed 2025 program
- Logo + recognition on the Bon Soo website and social media platform

IN KIND DONATION - TBD

The Bon Soo Winter Carnival is happy to accept in kind donations. If your organization is passionate about the winter carnival and has a concept you'd like to share or an available resource please reach out to discuss.

BUTTON DONATION - TBD

Want to help make sure that everyone can enjoy the carnival regardless of their income? Please reach out to the Bon Soo Winter Carnival to discuss a donation that will assist families so they can enjoy the winter magic this year!



WINDOW CLING: 18"x14" VINYL WINDOW DECAL **\$25**

DECOR KIT: 2 - 18"x18" COROPLAST SIGNS
(MR. BON SOO & 62ND ANNUAL SIGN)
1 - 18"x14" WINDOW CLING **\$100**

TO ORDER EMAIL: ADMIN@BONSOO.ON.CA

Items pictured are not completed product. The Bon Soo Winter Carnival Reserves the right to augment the design as seen fit. Final product design will be made available to purchaser prior to transaction.