



2027 Sponsorship Package

Feb 12 - 20, 2027



ABOUT BON SOO

NORTHERN ONTARIO’S LARGEST WINTER CARNIVAL

Since its grassroots beginnings in 1964 as a spirited community gathering, the Bon Soo Winter Carnival has blossomed into Northern Ontario’s largest winter carnival, delighting families and visitors alike with ice sculptures, concerts, polar plunges, bum slides, and spirited cultural celebrations.

As we prepare to celebrate the 64th annual edition from February 12th through the 20th, we invite you to become a key part of this winter tradition, bringing joy, connection, and unforgettable experiences to families of all ages throughout Sault Ste. Marie and beyond.

Your contribution isn't just a sponsorship; it's a spark that helps light up our community's winter with wonder and shared celebration.



WHY SPONSOR?

RECOGNITION IN YOUR COMMUNITY AND BEYOND

Sponsoring Bon Soo is more than just visibility—it’s an opportunity to align your brand with one of Canada’s most iconic winter celebrations while directly investing in the well-being and spirit of our community.

With thousands of attendees each year and a reach far beyond with our online presence, Bon Soo offers unmatched exposure across families, young professionals, and visitors from near and far. Every sponsorship dollar helps deliver cherished traditions like the Polar Plunge, Mr. Bon Soo’s famous bum slides, and dazzling concerts—experiences that leave a lasting impression long after the snow melts. By joining as a sponsor, you not only showcase your commitment to community pride and culture, but you also share in the joy, resilience, and unity that make Northern Ontario shine in the heart of winter. We cannot do it without you.



MAXIMIZE YOUR IMPACT & VISIBILITY

The Bon Soo Winter Carnival is one of Sault Ste. Marie's most recognized and longstanding community traditions. Supported by a dedicated volunteer Board of Directors and strong community and media partnerships, Bon Soo generates significant exposure throughout Sault Ste. Marie and the surrounding region.

As a Bon Soo sponsor, your brand can benefit from extensive visibility and community engagement through:

- 40+ organic media features and interviews across local and regional media
- 350,000+ people reached through marketing and advertising
- Approximately 10,000 social media followers
- 1 million+ views across social media
- 60,000+ daily social media content views

Bon Soo's reach is further strengthened through the support of valued community and tourism partners, including:

- Advertising and promotional support from Tourism Sault Ste. Marie
- Advertising and promotional support from partners such as the Canal District, Sault Ste. Marie Downtown Plaza, and Northern Superior Brewing Co.

These partnerships help extend Bon Soo's reach and provide sponsors with opportunities for additional brand exposure throughout the community.

More than visibility, sponsoring Bon Soo connects your organization with a winter tradition that has brought our community together for generations. Your support helps create memorable experiences for families, residents and visitors while demonstrating your commitment to the communities you serve.

We are proud of the reach and impact Bon Soo continues to achieve and look forward to sharing that success with our sponsors.

Sponsorship Opportunities

Choose the level that fits your organization and make your mark on Northern Ontario's largest winter carnival.

TITLE SPONSOR — \$40,000

Take centre stage as Bon Soo’s exclusive Title Sponsor, with our highest level of visibility, recognition and community connection.

- Naming rights for select Bon Soo programming and event materials
- “Bon Soo Winter Carnival Presented by [Company Name]” recognition
- Prominent logo recognition on Bon Soo’s website and social media
- Prominent logo placement in the 2027 digital and printed program
- Sponsor recognition at the Holiday Tree Lighting — 4,000+ attendees
- Featured sponsor video or quote across Bon Soo social media
- Naming rights for select Opening Ceremonies programming
- Opportunity to speak at Opening Ceremonies
- Trade booth presence at Opening Ceremonies
- Logo featured on official Bon Soo volunteer merchandise
- Company branding opportunities throughout the Carnival
- 50 Bon Soo passes to base programming (souvenir buttons)
- 5 complimentary passes to all paid events
- Official Bon Soo sponsor decal for your business
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PREMIER SPONSOR — \$30,000

Put your brand at the heart of Bon Soo with prominent visibility, exclusive access and meaningful community connection.

- Naming rights to Zone 1 and featured programming
- Recognition at Opening Ceremonies
- Opportunity to speak at Opening Ceremonies
- Exclusive private evening experience from 6–8 p.m.
- Prominent logo recognition on Bon Soo’s website and social media
- Prominent logo placement in the 2027 printed program
- Featured sponsor video or quote across Bon Soo social media
- Company branding opportunities throughout the Carnival
- 35 Bon Soo passes to base programming (jacket tags)
- 5 complimentary passes to all paid events
- Official Bon Soo sponsor decal for your business

Please direct all sponsorship inquiries to sponsorship@bonsoo.on.ca

PLATINUM — \$15,000 | 2 OPPORTUNITIES

Build a strong presence at Bon Soo with premium brand exposure, event recognition and opportunities to engage directly with our community.

- Logo recognition on Bon Soo’s website and social media
- Logo featured on the back page of the 2027 printed program
- Recognition at Opening Ceremonies
- Featured sponsor video or quote across Bon Soo social media
- Trade booth presence at Opening Ceremonies and one additional event
- Company-branded event with tents, signage, apparel and giveaways
- 20 Bon Soo passes to base programming (jacket tags)
- 30 one-time 20% merchandise discount certificates to distribute
- 2 complimentary passes to all paid events
- Official Bon Soo sponsor decal for your business

GOLD — \$5,000–\$10,000

Get your brand in front of the Bon Soo community with strong event visibility, digital recognition and opportunities to be part of the Carnival experience.

- Logo recognition at select Bon Soo events based on sponsorship level
- Medium logo placement in the 2027 digital and printed program
- Logo recognition on Bon Soo’s website and social media
- Featured sponsor video or quote across Bon Soo social media
- Trade booth presence at Opening Ceremonies
- Logo placement across select print, digital and on-site materials
- Sponsor spotlight opportunity across Bon Soo channels
- 25 Bon Soo passes to base programming (jacket tags)
- Official Bon Soo sponsor decal for your business

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Be part of the Bon Soo experience with accessible sponsorship opportunities that connect your brand with our community and bring the Carnival to life.

ALL SPONSORS WELCOME

SILVER SPONSOR
\$1,000–\$4,999

- Logo on Bon Soo website and social media
- Logo in the 2027 printed program
- Event logo recognition based on sponsorship
- 2 Bon Soo passes to base programming per \$1,000 (jacket tags)
- Official Bon Soo sponsor decal

3 OPPORTUNITIES

WARMING CENTRE
ZONE 1 | \$3,000

- Zone 1 Warming Centre naming rights
- Logo displayed throughout the Carnival
- Logo on Bon Soo website and social media
- Logo in the 2027 printed program
- On-site name and logo signage
- Fireplace, firewood and seating included
- 6 Bon Soo passes to base programming (jacket tags)
- Official Bon Soo sponsor decal

3 OPPORTUNITIES PER ZONE

WARMING CENTRE — ZONES 2 & 3 | \$2,000

- Naming rights to a Zone 2 or Zone 3 Warming Centre (Downtown Plaza)
- Logo displayed at the Warming Centre throughout the Carnival
- Logo recognition on Bon Soo’s website and social media
- Logo placement in the 2027 printed program
- On-site signage featuring your name and logo
- Outdoor fireplace, firewood and seating included
- 4 Bon Soo passes to base programming (jacket tags)
- Official Bon Soo sponsor decal for your business

Please direct all sponsorship inquiries to sponsorship@bonsoo.on.ca

Every contribution makes a difference. Through sponsorship, in-kind support, volunteering or donations, there are many ways to help bring Bon Soo to life.

ALL SPONSORS WELCOME

COMMUNITY
SPONSOR
\$100–\$999

An accessible way to support Bon Soo and show your commitment to our community.

- Logo recognition on Bon Soo’s online donor wall
- Logo in the 2027 printed program

ALL SPONSORS WELCOME

IN-KIND /
VOLUNTEER
SUPPORT

Support Bon Soo by contributing products, services or your time. In-kind sponsors receive recognition on Bon Soo’s website and social media, while individuals and teams can volunteer and play a hands-on role in bringing the Carnival to life.

For in-kind opportunities, contact sponsorship@bonsoo.on.ca. To volunteer, contact volunteer@bonsoo.on.ca.

ALL SPONSORS WELCOME

BUTTON DONATION

Help make Bon Soo accessible to more families in our community. Button donations help provide access to Carnival programming for those who may otherwise be unable to participate, with donor recognition on Bon Soo’s online donor wall and in the 2027 printed program.

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Thank you.

For further assistance or inquires please email
sponsorship@bonsoo.on.ca

