



The Craze

EVENT TITLE

PARTNERSHIP OPPORTUNITY

COMMUNITY IMPACT

With the support of our community partners and sponsors, Wood Buffalo's family-friendly New Year's Eve celebration has grown to become the community's most popular tradition.



The Craze offers families in Wood Buffalo a fun, safe and free celebration on New Year's Eve!

The Craze is the most popular annual community event, with an average attendance of more than 6,000 people each year. All day, families celebrate New Year's Eve together with a wide variety of events and entertainment at MacDonald Island Park.

This action-packed and fun-filled FREE day of entertainment and activities includes something for everyone. From professionally choreographed fireworks, music and stage performances to craft stations, bouncy castles and face painters. There is something for the whole family to enjoy! Plus the facility is free all day for public use including swimming, curling, rock climbing, sensory friendly activities and much more!

THE CRAZE ACTIVITIES INCLUDE:



ENTERTAINMENT



BOUNCY CASTLES



FACE PAINTERS



CURLING



POOL PARTY



CLIMBING



ARTS & CRAFTS



SKATING



2024 - 2028

PARTNERSHIP OPPORTUNITY

EXPOSURE AIMED AT PROVIDING A HIGH VALUE PARTNERSHIP

As the official Title Partner for The Craze, your organization will receive the maximum brand exposure and the highest level of affiliation with the most anticipated event of the year!

- Official naming rights to the event. The event shall be referred to as “The Craze, presented by Your Company Name”.
- Logo prominently displayed within The Craze event logo.
- Corporate brand recognition in all promotional material, including social media, digital displays, press releases, applicable websites and advertising campaigns.
- Media announcement highlighting corporate sponsorship each year
- Prominent logo placement at event through visually impactful signage
- Direct community engagement with opportunities for employee activations during the event
- Opportunity to give away branded swag to event attendees



This partnership is valued at \$75,000 over a 5 year term (\$15,000 per year) and provides your organization with the opportunity to showcase community spirit to thousands of families attending various activities and entertainment all day long.

With your support, we can continue to enrich the value that The Craze delivers to the community of Wood Buffalo!



THANK YOU

FOR MAKING A POSITIVE DIFFERENCE
IN THE COMMUNITIES WE SERVE.



The
Craze

