

We are offering companies that are active in the Lac La Biche area the opportunity to showcase your company at our 42nd annual Lac La Biche Ice Festival of Speed.

Our event includes an on-ice trade show and job fair. Benefits of sponsorship include a display in our trade show and job fair with the ability to present your company to over 3,000 people over the weekend. You can distribute promotional material that will leave a lasting impression with the attendees. In addition, your company will receive naming rights for the event that you sponsor, your company logo in our advertising, including our official program, social media, and live radio coverage.

As organizers, we have maintained a stellar reputation for hosting a premiere event while creating a welcoming nature within the community. We also receive excellent media coverage. This includes being named in a Readers Digest on-line publication as the Number One winter event Canadians should see.

Our signature winter festival takes place on the weekend of February 28th to March 2nd 2025, and features an amazing array of winter motorsport and other activities including the following.

- Western Canadian Championship for cars, the anchor event for 42 years
- Mega Trucks racing on ice, first time ever
- Snowmobile Drag Races, featuring best in the West
- Snowmobile Vintage trail ride, sled display, Snowmobile training and fun events
- Aircraft Fly-in with planes coming from near and far
- Kids Carnival and kid friendly zone with a variety of outdoor winter activities
- Ice & Snow Sculpting by Alberta Sculptors Ass'n ,includes Kids Little Chippers
- Trappers Display showing humane trapping practices and links to our past
- Axe throwing, a test of skill and luck
- Horse & Sleigh rides
- On Ice Trade Show, Job Fair and Makers Market
- Friday afternoon downtown event showcasing sleds, race cars, Mega race trucks, ice carvers, concessions and more
- Country Music Concert Friday evening
- Banquet & Dance, Saturday,
- Awards Banquet, Sunday

There are sponsorship opportunities for the above events plus more for Site Preparation and General Event Support.

Corporate sponsorship plays a vital role in the on-going success of our event. This includes local business support through donations of equipment, fuel, facility setup, manpower, concession and bathroom facilities.

All profits from the weekend are distributed to the local groups that provide the needed volunteers, over \$350,000 to date. Thanks to our industrial neighbours continued support, our event has grown and prospered.

We would like to provide your company the opportunity to be a named sponsor for one of the above events or to provide general support. Your company will enjoy the many associated benefits, including enhancing your corporate public image.

Thank you for your anticipated support, your involvement will make our Ice Festival of Speed an even bigger success.

We can't do it without you.

To discuss, in detail, your company's participation and benefits you will receive please contact myself.

Ken Staples,

Event Coordinator

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Sponsorship cheques should be payable to:

Lac La Biche Ice Festival Society
Box 2546
Lac La Biche, AB
T0A 2C0