



EDMONTON

2026 Partnership Package

Step up as a Community Leader and support an event to grow your brand and make a meaningful impact

So ALL Kids
Can Play!

Dayna Josdal, Executive Director
(587) 227-3388





Who We Are

KidSport Edmonton is a non-profit organization that sees sport as more than just a game - it's a pathway to confidence, community, and lifelong wellbeing. **KidSport administers an application-based Grant Program that helps eligible kids from underserved families participate in organized sport by subsidizing sport registration fees.** We do this because we believe in the power that sport can have on a kid's life, and we believe the opportunity to lace up and play should be available to all KidSport kids in our community.

Why Invest in Youth Sport Access



Only 39% of children and youth meet the recommended physical activity guidelines



Early mental health interventions result in 80% of children leading more productive lives



74% of executive women say a background in sports accelerates a woman's career



87% of new Canadians feel more connected to their community when their kids play on a team.

Impact of your Contribution

\$30,000

100 KidSport kids supported

\$15,000

50 KidSport kids supported

\$6,000

20 KidSport kids supported

\$3,000

10 KidSport kids supported

\$1,200

4 KidSport kids supported



[Hear the Impact of your partnership](#)

April



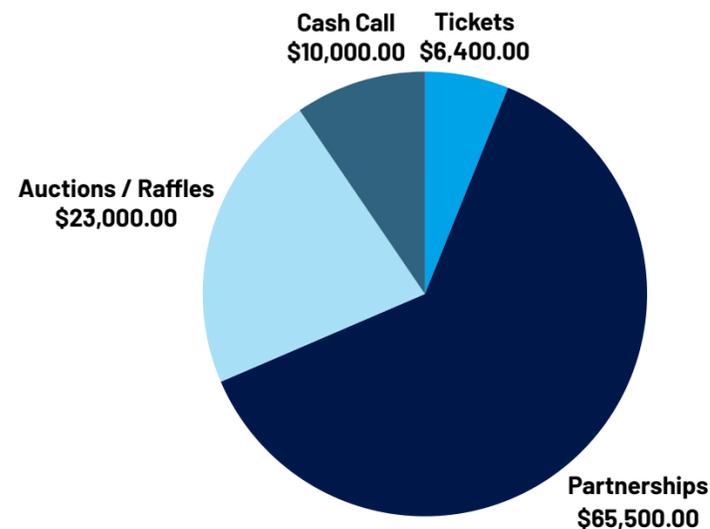
Community · Entertainment · Giving

Built for passionate sports fans, corporate partners, and community leaders who want to experience the heart of Edmonton's sports culture while creating real impact.

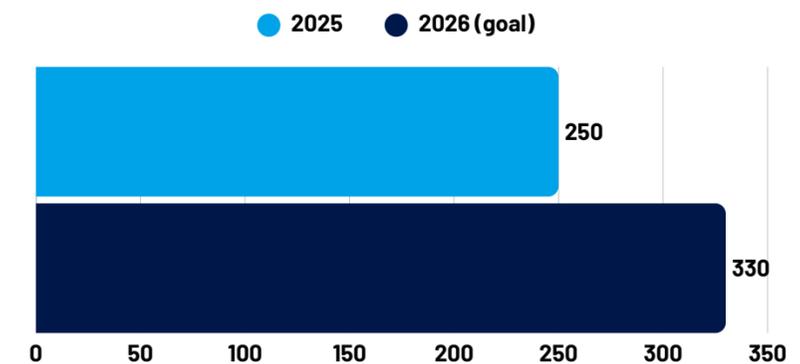
A high-energy evening with Edmonton Sports Talk, live with host Dustin Nielson, that brings together athletes, media personalities, and supporters for engaging hot-stove conversations, exclusive auctions, premium prizes, and meaningful community connection. The event blends entertainment with purpose, raising critical funds that help remove financial barriers so local kids can access organized sport.

Past Notable Guests: Tre & Tyrell Ford (Edmonton Elks), Georges Laraque (Former Oiler), Reid Wilkins (Edmonton Sports Talk)

2026 REVENUE GOALS



KIDSPORT KID NUMBERS





YEG BURGER BATTLE

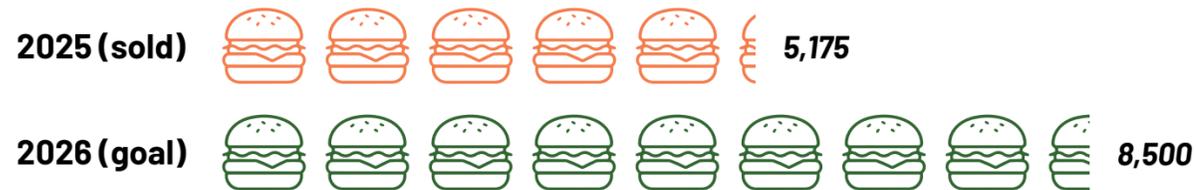
Citywide · Experiential · Engagement

Designed for local businesses, food lovers, and community-minded partners who want to support kids through a highly visible, citywide campaign.

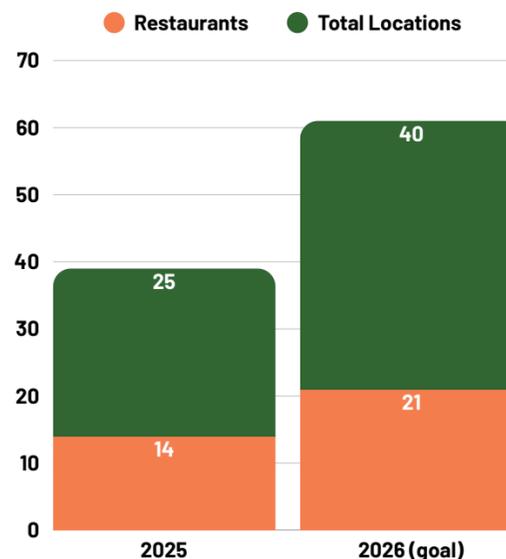
YEG Burger Battle is a month-long fundraising initiative that brings together the local restaurant community in support of KidSport Edmonton and its surrounding chapters. Throughout June, participating venues create and feature a signature KidSport Burger, with a portion of each sale directly supporting kids' access to organized sport. The campaign drives sustained engagement, local business promotion, and meaningful community impact.

Past Notable Participants: Highly regarded restaurants partners from across the Edmonton region

KIDSPORT BURGERS



RESTAURANTS



June



2025 RESTAURANTS





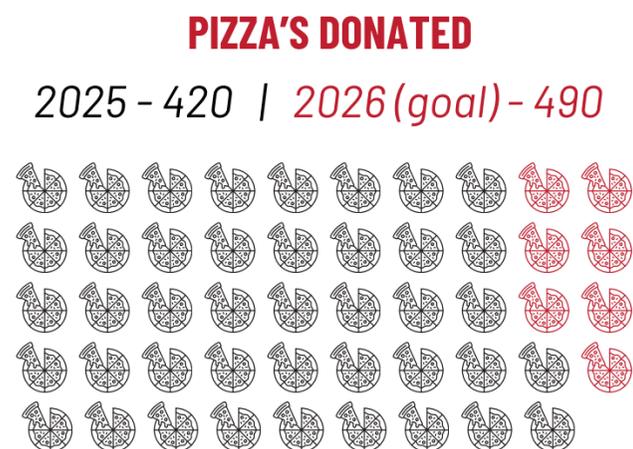
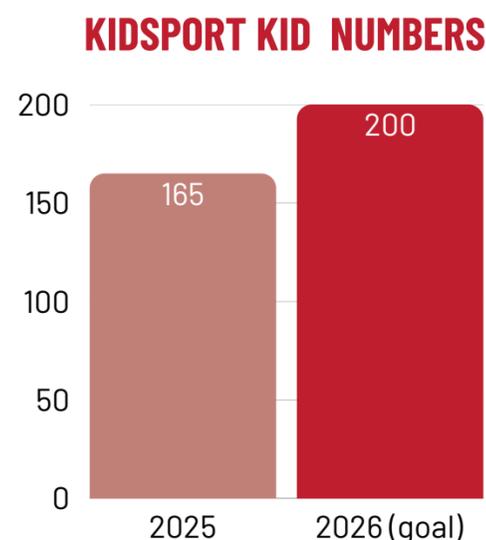
November

Visibility · Accessible · Community

Designed for pizza lovers, sports fans, local businesses, and corporate partners looking to support kids through a fun, high-participation community experience.

The Jason Gregor Pizza Pigout is a signature KidSport Edmonton fundraising event that brings together the city's pizzeria community, sports fans, and supporters for a lively, interactive experience. Featuring donated pizza, audience voting, and on-site fundraising opportunities, the event creates an accessible and engaging atmosphere while generating meaningful support for local kids' access to organized sport.

Past Notable Guests: Jason Gregor (Sports1440), Aaron Grymes (Edmonton Elks)



2025 RESTAURANTS





Partnership Tiers

Whether your goal is maximum brand exposure or targeted interaction, our tiered packages are crafted to deliver real value. We've designed these options to be clear, flexible, and effective—giving you the tools to connect with the audience in a way that feels authentic and impactful.

| LEVEL | ONE EVENT | TWO EVENTS | THREE EVENTS | FOUR EVENTS |
|--------------------|-----------|------------|--------------|-------------|
| Platinum | \$10,000 | \$19,000 | \$27,000 | \$34,000 |
| Gold | \$7,500 | \$14,250 | \$20,250 | \$25,550 |
| Silver | \$5,000 | \$9,500 | \$13,500 | \$17,000 |
| Bronze | \$2,500 | \$4,750 | \$6,750 | \$8,500 |
| Friend of KidSport | \$1,000 | \$1,900 | \$2,700 | \$3,400 |

 **GO FOR GOLD, SO KIDSPORT KIDS CAN TOO!**

Partnership Benefits



| BENEFIT | PLATINUM | GOLD | SILVER | BRONZE | FRIEND OF KIDSPORT |
|---|----------------------|----------------------|----------------------|----------------------|----------------------|
| Title Partner, positioned as 'presented by' | X | | | | |
| Company mentions on radio/media ads for 4 weeks | X | | | | |
| Company leadership message & logo in KidSport e-newsletter before the event | X | | | | |
| Logo placement on Pattison billboards, 4 weeks before event(s) | X | X | | | |
| Company mentions by host throughout the event | 3x | 1x | | | |
| Receive personalized recap video detailing impact of your contribution | X | X | | | |
| Received special gratitude gift from KidSport | X | X | X | | |
| Thank you post on KidSport social media platforms | X | X | X | X | |
| Logo on event materials, print & digital | 1 st Tier | 2 nd Tier | 3 rd Tier | 4 th Tier | 5 th Tier |
| Logo on event website(s) with click-through to company website | 1 st Tier | 2 nd Tier | 3 rd Tier | 4 th Tier | 5 th Tier |
| Complimentary tickets with premium seating (if applicable) | 6 Tickets | 4 Tickets | 3 Tickets | 2 Tickets | 1 Ticket |

***Special note for Burger Battle Partners: Benefits vary due to campaign type, discuss with KidSport for more information**

All Partners receive

- 10% off additional tickets to any of the listed events
- Logo in KidSport's Annual Review
- Thank you card with a KidSport Testimonial
- Email with an impact summary from the Executive

Custom Options

We would be happy to discuss ideas to make this partnership best for your company

Companies We've Worked With

“

We are all about building and supporting the communities that we work in. While we build the infrastructure foundation the real foundation and future of our communities are the children we raise in them.

That is why we are so proud to support KidSport Edmonton. Children having the ability to play and learn the life lessons, and build long lasting friendships through sports is one of the key fundamentals in growing great communities.

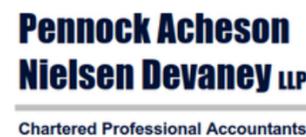
Thank you for allowing us to be a small part of what KidSport is all about as your platinum partner in 2025.

”

Terran Sandwith, CEO of GS Construction



KIDSPORT EDMONTON 2025 CORPORATE PARTNERS



Let's Connect

We're excited to chat and help make it
So **ALL** Kids Can Play!

“

Thanks to KidSport's support, I got a chance to keep my dream alive.

KidSport handled the financial part, and because of that, I'm still able to do what I love. And for me, it's not just about the sport - it's about the dream, the goal, and something that's become a big part of my life.

As someone who came here from Ukraine and is still building everything from scratch, that support kept my momentum alive. Sometimes one piece of help at the right moment makes all the difference.

”
An excelling volleyball KidSport Kid

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IN SUPPORT OF



KidSport

EDMONTON

