

2021 ISLENDINGADAGURINN

CORPORATE SPONSORSHIP OPPORTUNITIES



ICELANDIC
FESTIVAL OF
MANITOBA®

Velkomin

WELCOME

The Icelandic Festival of Manitoba – Islendingadagurinn, is the oldest continuous ethnic festival in Canada, attracting 50,000 festival-goers over a four-day period, every August long weekend. Islendingadagurinn is a volunteer organization, dedicated to promoting and sustaining interest in Icelandic culture and heritage, primarily through an annual festival celebration.

Manitoba is home to the largest settlement of Icelanders outside of Iceland, with over 26,000 Icelanders or Vestur-Íslendingar (West Icelanders).

The festival takes place in the heart of “New Iceland,” in the town of Gimli, Manitoba. The Icelandic Festival has received the “STAR Celebration” designation from the Provincial Tourism Secretariat and earned a spot in the 2015

American Bus Association’s “Top 100 North American Events and Festivals.” We were named “Event of the Year, over \$5,000,” at the 18th annual Manitoba Tourism Awards.

Islendingadagurinn has an international reputation as one of the finest Icelandic celebrations, and is covered by media from all over the world.

Each year we welcome a delegation from Iceland that has included Presidents, Prime Ministers, Diplomats, Ministers, Government Officials, artists, musicians, writers and poets. They are joined by their Canadian counterparts. This meeting of countries, to facilitate international cooperation, is central to our festival.



VELKOMIN

WELCOME – CONT'D



The Icelandic Festival hosts a Viking Village, next to beautiful Viking Park and Lake Winnipeg, which replicates a Viking settlement circa 900 AD.

Re-enactors live, eat and sleep in tents, dress as Vikings, and showcase their warfare, leather tooling, carving and wool skills while thrilling audiences with Icelandic tales and legends. In true Viking spirit they demonstrate combat skills and weapons during a daily battle.

Brilliant beaches host a family sandcastle building contest, beach volleyball tournament, and Islendingadunk, an event where two friendly combatants use padded poles to try to knock each other off of a greased beam extended over the harbour water. The harbour area features cold drinks at Vingólf Beverage Gardens and a variety of food and craft vendors.

Gimli Park is home to the midway, family sport events and is the headquarters for the 5 Kilometre, 10 Mile and 1 Mile running races. Festival-goers can also try their hand at Fris-Nok, a sport where participants try to knock a bottle off their opposing teams post using a Frisbee. Icelandic culture and talent is celebrated through our annual Poetry and



We are planning to celebrate safely in-person this year and details will be announced in the spring/summer.

Short Story content, at the Cultural Pavilion and the Icelandic Fashion Show. Traditional Icelandic food is available at Amma's Kitchen. Free – live music and entertainment is featured all weekend long, including an impressive fireworks display over Lake Winnipeg.

We host one of the largest parades in rural Manitoba, and a traditional program built around the coming together of Icelandic delegations, led by our Fjallkona (the festival queen and female embodiment of Iceland). We welcome people of all ages and backgrounds to come celebrate Icelandic culture and heritage with us and unleash their inner Viking.

Sponsor support helps us to keep festival events free to low cost for years to come and ensure that future generations can keep the Icelandic spirit alive.

**2021 ISLENDINGADAGURINN
FESTIVAL DATES**

JUL.30–AUG.2

SPONSORSHIP OPPORTUNITIES





PLATINUM

TITLE LEVEL SPONSORSHIP – \$10,000/YEAR

A title level sponsor is the very foundation of Islendingadagurinn.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Media acknowledgement during festival promotion.
- Inclusion of logo on festival promotional materials; including print, signage, online, social media and advertising.
- Onsite public thanks at festival events.
- Opportunity for partner organizations to bring brief greetings during the Icelandic Festival weekend.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Icelandic Festival naming rights (ex. Islendingadagurinn presented by “title sponsor”).
- Vendor space (if applicable)



1103

GOLD

PRESENTING LEVEL SPONSORSHIP – \$5,000/YEAR

Presenting level sponsors demonstrate the vision, commitment and ongoing support that enable them to have unique opportunities to attach their names to signature festival events.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Media acknowledgement during festival promotion.
- Print acknowledgement on signage, in the handbill and souvenir program, and posters.
- Onsite public thanks at festival events.
- Opportunity for partner organizations to bring brief greetings during the Icelandic Festival weekend.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Presenting level events include: **The Viking Village** and **Icelandic Festival Parade**. As the presenting level sponsor your business would be eligible to be the named event sponsor and to have your organization's signage at this event and in other areas for the duration of the weekend.



SILFUR

SILVER

CONTRIBUTING LEVEL SPONSORSHIP – \$3,500/YEAR

Contributing level sponsors have the opportunity to name specific parts of the Icelandic Festival.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Recognition in related media materials.
- Print acknowledgement on signage, in the handbill and souvenir program, and posters.
- Onsite public thanks at festival events.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Contributing level events include: **Alternative Folk Festival, Saturday Nite at the Pier, Sigur Rök, Fireworks, Children’s Entertainment, Harbour Stage, Gimli Park Stage, Vingólf Beverage Gardens, Volunteer Retention, Recruitment, Recognition and Celebration Events.** As the Contributing level sponsor your business would be eligible to have your organization’s signage at this event.

BRONZE

PARTNER LEVEL SPONSORSHIP – \$2,500/YEAR

Partner level sponsors have the opportunity to gain name recognition and affiliation through sponsorship of a specific event or activity that is part of the Icelandic Festival.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Print acknowledgement on signage, in the handbill and souvenir program, and posters.
- Onsite public thanks at festival events.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Partner level events include: **Music on the Rooftop, Family Sports, Sandcastle Contest, Icelandic Cultural and Heritage Pavilion, Amma's Kitchen, Running Races, Isleendingadunk, and Icelandic Fashion Show.** As the Partner sponsor your business would be eligible to have your organization's signage at this event.

LAVA

FRIEND LEVEL SPONSORSHIP – \$1,000/YEAR

Friend level sponsors are profiled and gain name recognition through sponsorship of a specific event or contribute items or programs that are an integral part of the festival.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Print acknowledgement on signage, in the handbill and souvenir program, and posters.
- Onsite public thanks at festival events.
- Friend level events include: **Pancake Breakfast, Beach Volleyball, Poetry and Short Story Contest, Art Show, Get Dinged, and President's Reception.** As the Friend level sponsor your business would be eligible to have your organization's signage at this event.

Takk fyrir

THANK YOU

THE ICELANDIC FESTIVAL OF MANITOBA

—
107-94 1st Avenue
Gimli, Manitoba
R0C 1B1

P: 1 (204) 642-7417

E: info@icelandicfestival.com

icelandicfestival.com
[@icelandicfestival](https://www.instagram.com/icelandicfestival)

