

2023 ISLENDINGADAGURINN

ICELAND PARTNER OPPORTUNITIES



ICELANDIC
FESTIVAL OF
MANITOBA®

Velkomin

WELCOME

The Icelandic Festival of Manitoba – Islendingadagurinn, is the oldest continuous ethnic festival in Canada, attracting approx. 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 31,000 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, sleep and 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

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.

**2023 ISLENDINGADAGURINN
FESTIVAL DATES**

AUG.4-7

PARTNER *R*

OPPORTUNITIES



ICELANDIC COMPANY PARTNER

The Icelandic Festival of Manitoba is committed to the promotion and partnership with Icelandic companies. We understand it is a significant commitment to attend the festival and we would like to extend the following support to those companies wishing to join us from Iceland.

- Vendor space provided at no charge*
- Tables, awnings, signage for booth provided at no charge*
- Dedicate a specific vendor area to promote Icelandic companies
- Assistance to arrange accommodations and/or find local families willing to host (billet) during your stay
- Assistance to arrange transportation from Winnipeg airport to Gimli
- Work with local businesses and the Icelandic Consul General in Winnipeg to arrange potential business opportunities
- Highlight your company on social media
- Potential to integrate companies into our culture and heritage pavilion demonstrations

**As space and supplies permit*

PARTNER TESTIMONIALS

“I want to thank you for the wonderful reception I received on Islendingadagurinn. I had extremely good and informative days. We were warmly welcomed, and it was genuinely nice to meet all these people who can trace their ancestry to Iceland. Of course, I also thank you for the welcome my knitting kits received, and I mustn't forget all the help I received from Sigrun Asmundsson.

I went into this trip completely blind, having never been to Canada and let alone in Gimli. I didn't know if anything would happen with the kits, but I have to say that everything about this trip met expectations and more than that. I left a little piece of my heart in Gimli.”

- Sigrún Arna - Natturuprjon

PLATÍNU

Takk fyrir

THANK YOU

THE ICELANDIC FESTIVAL OF MANITOBA

—
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