



June 26th – June 28th, 2026
& July 1st, 2026

SPONSORSHIP PACKAGE

To sponsor, contact Amelia Hillier, Event Services Manager, City of Humboldt

or fill out the Attached Form and return by June 1st, 2026, to be included in all promotions leading up to the 2026 Summer Sizzler & Canada Day Celebrations.

619 17th Street P.O. Box 640 Humboldt, SK
S0K 2A0306-682-2597
eventmanager@humboldt.ca
www.humboldt.ca



Why Sponsor?

Maximum Exposure & Benefits

The Summer Sizzler has become Humboldt's signature summer event, offering fun for the whole family. In 2026, Summer Sizzler programming will take place from June 26–28 at the Humboldt Uniplex, with the Living Skies Music Festival running on June 27 and 28. Canada Day celebrations will follow on July 1, 2026, featuring daytime activities at Civic Park and a fireworks display at the Uniplex that evening.

The Summer Sizzler and Canada Day marketing plan will extend across a 100 km region. The City is working with Rawlco Radio Advertising to expand our radio reach through stations based in Saskatoon, allowing us to showcase Humboldt to Saskatchewan's largest urban market.

Our social media presence is strong, with approximately 2,500 followers on the City of Humboldt – Community & Leisure Services Facebook page and over 5,100 on the City of Humboldt Municipal Facebook page. With a solid social media campaign, we aim to attract new potential attendees from Saskatoon, Regina, Prince Albert, and beyond. Sponsors will be recognized in all event promotions, including social media mentions, website, print media, posters, and Main Sponsors will also be featured in radio ads for the Summer Sizzler / Canada Day events.

Based on previous years, Summer Sizzler and Canada Day are expected to attract 5,000–6,000+ attendees across the weekend, with the Living Skies Music Festival continuing to draw increased regional interest. Sponsors receive prominent on-site signage throughout event locations.

Summer Sizzler & Canada Day events are family-focused celebrations that highlight community connection and recreation. Sponsorship offers an opportunity for organizations to align their brand with these values while engaging directly with local & regional audiences in a meaningful way.

By sponsoring the Summer Sizzler & Canada Day events, you show your commitment to the community and help ensure these celebrations remain vibrant, accessible, and high quality. Sponsorship funding is used directly toward entertainment, programming, and event delivery costs.

We look forward to partnering with local organizations to deliver a memorable celebration for our community and to ensure these events continue to thrive for years to come.

Sponsorship Opportunities

Humboldt Summer Sizzler & Canada Day – Main Sponsor

Become a Main Sponsor of the Humboldt Summer Sizzler / Canada Day Events and give your company the chance to reach a large and engaged audience. Don't miss out on the opportunity to associate your organization with these exciting events.

Summer Sizzler – Children's Entertainment Sponsors

A fast-growing favorite at the Humboldt Summer Sizzler, free children's activities - including face painting, balloon twisting, bouncy castles, and a petting zoo - take place in the Meeting Rooms and at Civic Park on Canada Day. Your logo will be prominently displayed in these areas, ensuring high visibility among families and event attendees.

Canada Day - Fireworks Sponsor

What better way to celebrate Canada Day than with a beautiful Firework Show? Your logo will be on all signage where fireworks are being advertised.

Canada Day - Sizzle & Shine Car Show Sponsor

The Sizzle & Shine Car Show is a new and exciting feature of the Canada Day celebrations. The City plans to close one block of Main Street adjacent to Civic Park to create a vibrant, pedestrian-friendly showcase for classic, custom, and specialty vehicles. Your logo will be prominently featured on all event signage and promotional materials related to the car show.

Summer Sizzler - Pancake Breakfast Sponsor

Before taking in the Parade, start the day with a delicious Pancake Breakfast at Civic Park, hosted by the Humboldt & Area Soup Kitchen. Your support will help cover supply costs, allowing them to increase their profits and continue their important work.

Canada Day - Cupcake Sponsor

Following our Canada Day Ceremony, Council members distribute delicious Danish Oven cupcakes to attendees, always a crowd favorite. Your logo will be prominently displayed on the tables, as well as on all signage and marketing.

Friends of the Summer Sizzler/ Canada Day – Various Sponsorship Levels Available

The City of Humboldt is committed to welcoming as many Sponsors as possible for the event. If none of the opportunities listed above align with your organization, please don't hesitate to reach out to us to explore other potential Sponsorship Opportunities.



Humboldt
 City of Humboldt
 Community & Leisure Services
 PO Box 640
 Humboldt, SK
 eventmanager@humboldt.ca
 306.682.2597

Please fill out the form below if your organization would like to be a Sponsor of the Summer Sizzler / Canada Day.

Contact Information:

Company/Sponsor Name: _____

Company/Sponsor Website Address: _____

Mailing Address: _____

City/Town: _____

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Sponsorship Package	Sponsorship Amount
<input type="checkbox"/> Humboldt Summer Sizzler / Canada Day Main Sponsor	\$10,000
<input type="checkbox"/> Fireworks Sponsor (2 available)	\$5,000
<input type="checkbox"/> Children's Entertainment Sponsor (Multiple Available)	\$1,000 - \$2,000
<input type="checkbox"/> Canada Day Cupcake Sponsor (1 available)	\$700 <i>based on 2025 pricing</i>
<input type="checkbox"/> Pancake Breakfast Sponsor (1 available)	\$500
<input type="checkbox"/> Canada Day BBQ Sponsor (1 available)	\$500
<input type="checkbox"/> Sizzle & Shine Car Show Sponsor	\$500
<input type="checkbox"/> Friends of the Summer Sizzler / Canada Day	\$

Please indicate the type of Sponsorship you would like to pursue:

Completed Sponsorship Application Forms should be submitted to the above emailing or mailing address with Attention to Amelia Hillier by **June 1st, 2026**.

Please attach your logo to the email.

Invoices will be sent out once Application Forms are returned and reviewed.

OFFICE ONLY	INVOICE # _____
Date Received: _____	
Comments: _____	
