



# Marda loop

## 2026 SPONSORSHIP PACKAGE



MARDA LOOP  
*where life connects*

The Marda Gras Street Festival is a free, family-friendly event that attracts 40,000 visitors from all over Calgary. **SUNDAY, AUGUST 9, 2026** is the **41st** Annual Marda Gras, a Calgary tradition since 1985. The longest running street festival in Calgary, this event hosts a popular pet pageant, live music performances, cultural dance, local shopping, food culture, and children's activities within a four block area in the heart of the Marda Loop Business District.



The Marda Gras Street Festival is organized by the Marda Loop Business Improvement Area. We are a non-profit organization that works in partnership with the more than 200 businesses in our community, many of which are independent and exclusive to our area. We promote, beautify and improve the area, support local business, and encourage people to visit and shop in Marda Loop through events - the largest of which is the Marda Gras Street Festival.

## WHO ATTENDS MARDAS GRAS?

The Marda Gras Street Festival has built a lasting impression with its audience. Year after year, the streets of Marda Loop are packed with excited and engaged attendees, eager to experience the fun and vitality this festival has to offer.

- 40,000 attendees
- Ages 18 - 54
- Young Families
- Urban Explorers
- Empty Nesters
- Community-oriented
- Household income in the Marda Loop market area is 44% higher than Calgary average
- Marda Loop is one of Calgary's fastest-growing inner city communities - growing more than 10% in 5 years



Marda Gras is a free not for profit event that brings vitality, diversity and enjoyment to attendees. The festival seeks sponsorship to remain free and accessible in the community.

For more information on sponsorship, contact

**Shannon McNally** at [mardagrass@visitmardaloop.com](mailto:mardagrass@visitmardaloop.com) or **403-383-4508**

# SPONSORSHIP LEVELS

LEVEL	BENEFITS	RATE
<b>LEAD SPONSOR</b>  <b>or Divided Between (2) Main Sponsors</b>	<ul style="list-style-type: none"> <li>• Booth spaces at the festival (one per sponsor)</li> <li>• Logo on four highway bridge banners</li> <li>• Logo in community newsletter advertising the festival</li> <li>• Logo on Marda Gras website for one year beginning in May</li> <li>• Logo on all stage signs</li> <li>• Large logo on posters and print materials</li> <li>• Logo on community door hangers</li> <li>• 8 social media posts - prior to the festival and day-of posting</li> <li>• Targeted digital ad as naming sponsor at the event</li> <li>• Two mentions in the Marda Loop BIA public email newsletter</li> </ul>	<b>\$15,000</b>
<b>PET PAGEANT SPONSOR (1)</b>	<ul style="list-style-type: none"> <li>• The most highly attended show at the festival.</li> <li>• Logo on pet pageant sign</li> <li>• Logo on festival poster and pet pageant poster</li> <li>• Logo watermarked on pet photo booth prints</li> <li>• Logo on Marda Gras website for one year beginning in May</li> <li>• 5 social media posts - prior to the festival and day-of posting</li> <li>• MC/host announces sponsor during the pageant</li> <li>• Sponsor provides one prize for the pageant winner</li> <li>• One mention in the Marda Loop BIA public email newsletter</li> </ul>	<b>\$5,000</b>
<b>MARDA SPONSOR (4)</b>	<ul style="list-style-type: none"> <li>• Booth space at the festival</li> <li>• Logo on one highway bridge banner</li> <li>• Logo on community sandwich boards</li> <li>• Logo on poster and print materials</li> <li>• Logo on Marda Gras website for one year beginning in May</li> <li>• 2 social media posts - prior to the festival and day-of posting</li> </ul>	<b>\$2,000</b>
<b>KIDS AREA SPONSOR (4)</b>	<ul style="list-style-type: none"> <li>• Booth space at the festival</li> <li>• Logo on Kids Area sign</li> <li>• Logo on poster and print materials</li> <li>• Logo on Marda Gras website for one year beginning in May</li> <li>• 2 social media posts - prior to the festival and day-of posting</li> </ul>	<b>\$1,000</b>
<b>LOOP SPONSOR</b>	<ul style="list-style-type: none"> <li>• Booth space at the festival</li> <li>• Logo on Marda Gras website for one year beginning in May</li> <li>• 1 social media post - prior to the festival and day-of posting</li> </ul>	<b>\$750</b>

# ADDITIONAL OPPORTUNITIES

## PARTNERSHIPS

**For in-kind sponsorships over \$2000 in value:**

- 1 - 10 x 10' booth space at the festival for your company
- Logo on posters and website
- 1 social media mention



**For all in-kind partners:**

- Logo placement on Marda Gras website for one year beginning in May

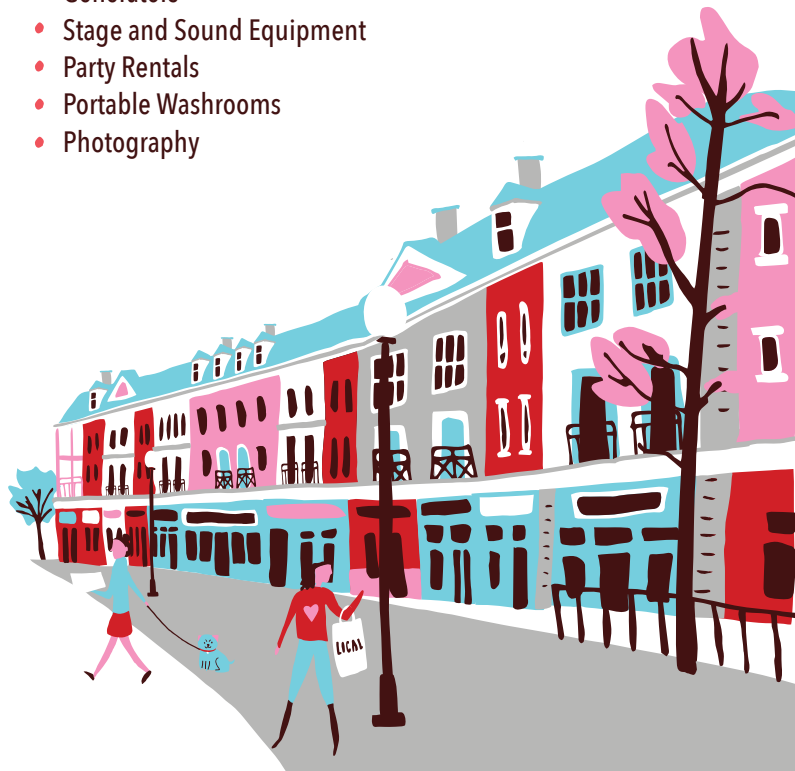
**We are looking for partners for the following items:**

- Generators
- Stage and Sound Equipment
- Party Rentals
- Portable Washrooms
- Photography

## MEDIA PARTNERS

**For media sponsorships over \$3000 in value:**

- 1 - 10 x 10 booth space at the festival for your company
- Logo on posters
- Logo on Marda Gras website for one year beginning in May
- 1 social media mention



**For Media Inquiries, more info on Media Partnerships, contact:**  
[mardagrass@visitmardaloop.com](mailto:mardagrass@visitmardaloop.com)