

# BROADWAY

## 2026 Signature Special Event Sponsorship Program

**Our Broadway District is Saskatoon's local main street:**  
An urban district built on independent business, walkable shopping, and street-level culture. Our events and channels bring people to Broadway to shop, dine, discover, and connect, creating high-visibility moments for sponsors in a place the city already knows and loves.

<b>10,000+</b>	Visitors to the Spring Fling
<b>25,000+</b>	Visitors to the Broadway Street Fair
<b>5,000+</b>	Visitors to the Spirit of Christmas
<b>150+</b>	Businesses serving Broadway District
<b>Socials</b>	11K Facebook & 17.1K Instagram Followers



**The  
Hottest  
District  
Around!**



**Please accept this invitation to be a part of our annual celebrations!**

**FOR MORE INFORMATION CONTACT:**

**Anne-Marie Cey**  
Executive Director, BBID

**CALL:** 306-221-3208

**EMAIL:** [annemariecey@broadwayxe.com](mailto:annemariecey@broadwayxe.com)

# 2026 Signature Special Events

EVENT	WHAT TO EXPECT
<b>BROADWAY SPRING FLING</b> <b>Saturday June 13</b>	<ul style="list-style-type: none"> <li>• Sidewalk sale</li> <li>• Food &amp; art vendors</li> <li>• Live entertainment</li> <li>• Family-friendly activities</li> </ul>
<b>BROADWAY STREET FAIR</b> <b>Saturday September 12</b>	<b>BROADWAY'S LARGEST EVENT OF THE YEAR!</b> <ul style="list-style-type: none"> <li>• Music &amp; performers</li> <li>• Kids' activities</li> <li>• Shopping</li> <li>• Food &amp; art vendors</li> </ul>
<b>GHOULS &amp; GOODIES</b> <b>Saturday October 31</b>	<ul style="list-style-type: none"> <li>• Trick-or-Treat Trail</li> <li>• Ghost Walks</li> <li>• Scary photos</li> </ul>
<b>SPIRIT OF CHRISTMAS</b> <b>Thursday December 3</b>	<ul style="list-style-type: none"> <li>• Late night shopping</li> <li>• Sleigh rides &amp; carolling</li> <li>• Craft Sale</li> <li>• Free hot chocolate</li> <li>• Marshmallow roasting</li> <li>• Character visits &amp; photos</li> </ul>

## Sponsorship Levels

**SPONSOR THREE SIGNATURE EVENTS & SAVE 20%**

### PRESENTING PARTNER \$10,000

- "Presented by [Sponsor]" on all event materials
- Business exclusivity (category)
- Tagged in all event social media posts
- Name on street banners
- 10' x 20' activation space on Broadway Avenue
- First rights on future Broadway BID sponsorships

### BUILDER \$2,500

- Recognition on posters, social posts, advertisements, website, & BID newsletter
- Tagged in all event social media posts

### SUPPORTER \$1,000

- Recognition on posters, website, & BID newsletter

### BRANDED AREAS \$5,000

- Name on 1 branded area (choose one)
- Business exclusivity (category)
- Recognition on: posters, social posts, advertisements, website, & BID newsletter
- Tagged in all event social media posts
- 10' x 10' activation space on Broadway Avenue
- First rights on future Broadway BID sponsorships
- Choose one branded area per event (as available): Food trucks, Children's activities, Main Stage or Little Stone Stage
- Spirit of Christmas options: Sleigh Rides, Marshmallow Roasting or Craft Market

### FOR MORE INFORMATION CONTACT:

**Anne-Marie Cey**  
Executive Director, BBID

**CALL:** 306-221-3208

**EMAIL:** [annemariecey@broadwayxe.com](mailto:annemariecey@broadwayxe.com)

