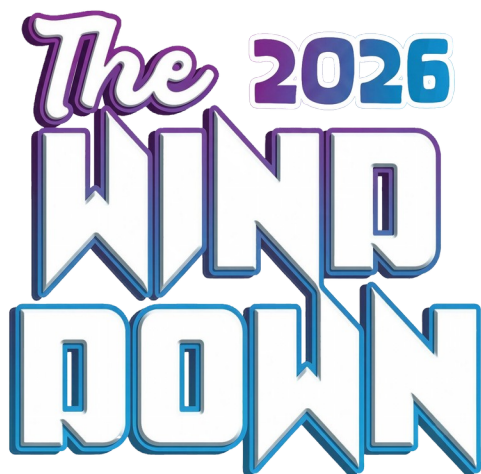




THE WIND DOWN

MUSIC & ARTS FESTIVAL

Season 2 • A Family Friendly Music & Arts Campout

SPONSORSHIP PACKAGE 2026

September 17 (Early Entry) to September 20, 2026

Labyrinth Lake Lodge • 224041A Township Rd 481, Gwynne, AB

Treaty 6 Territory

Presented by GetDown YEG • West Cove Recordings • Freebird Entertainment

SPONSORSHIP INQUIRIES

thewinddown.ca/sponsors • [@the__wind__down](https://www.instagram.com/the__wind__down) • [facebook.com/winddownalberta](https://www.facebook.com/winddownalberta)

[#TheWindDown](#) [#ThisMustBeThePlace](#) [#GoodVibes](#)

1. About The Wind Down

The Wind Down Music & Arts Festival is a collective reflection of our shared vision: a gathering that brings together people from all walks of life. Now entering **Season 2**, the festival has grown from a small anniversary celebration for West Cove Recordings into a vibrant, multi-day family campout at Labyrinth Lake Lodge near Gwynne, Alberta.

Across four days, roughly **1,000 attendees plus their children** experience DJs, live bands, live painters and visual artists, fire and flow performers, art installations, hands-on workshops, a dedicated Kids Zone, food vendors, and an artisan Vendor Village of 50 to 100 small businesses. It is a unique blend of underground festival energy and genuine family vibes, built by and for music and art creators, purveyors, and lovers.

Our comprehensive safety program, including the Peak Harm Reduction Tent, Family Communication Plans, emergency wristbands for every minor, and mandatory waivers, reflects our belief that a safe festival is a better festival.

Festival at a Glance

Festival	The Wind Down, Season 2: A Family Friendly Music & Arts Campout
Event Dates	September 18 to 20, 2026 (Friday to Sunday); Early Entry September 17
Location	Labyrinth Lake Lodge, 224041A Township Rd 481, Gwynne, AB (Treaty 6)
Attendance	Up to 1,000 attendees plus children, across four days
Programming	DJs, bands, live artists, art installations, workshops, kids activities
Stages & Spaces	Owl's Nest (main hub), Lightpost Stage, Lakeside, Liminal Forest
Vendor Village	50 to 100 Alberta small businesses, food trucks, and artisans
Safety	Peak Harm Reduction Tent, family plans, emergency wristbands
Alcohol	BYOB for adults (limited, discreet); the festival does not serve alcohol
Curfew	11 PM stages and 18+ areas; 12 AM at the Owl's Nest

2. Our Mission, Vision & Values

Mission

To create a safe, inclusive, and FUN welcoming space for people of all ages, backgrounds, and identities to come together, celebrating music, art, and dance while building lasting memories and connection.

Vision

To be Western Canada's most beloved family-friendly music and arts gathering, where underground creativity meets open-hearted community, every generation feels welcome, and togetherness inspires positive change.

Values

Family	We welcome all ages. Every generation has a place here.
Safety	Non-negotiable. Harm reduction, family plans, trained staff.

Acceptance	Every background, identity, and walk of life is honoured. Consent is mandatory.
Respect	For each other, the artists, the land, and the Indigenous peoples of Treaty 6.
Community	Every volunteer, artist, vendor, and attendee is a co-creator.
Creativity	Music, visual art, dance, fire, flow, craft, and conversation.
Sustainability	Leave No Trace, propane-only fires, waste stewardship.

3. Why Partner With The Wind Down?

- **Authentic community.** Sponsors are woven into the experience, not stuck on a billboard. Our crowd notices and remembers who helps make the weekend possible.
- **Family demographics.** A primary audience of 25 to 40 year olds, plus their kids and parents: households that make real purchasing decisions, from Edmonton, Calgary, and Central Alberta.
- **Four days of immersion.** Multi-day camping means continuous brand exposure, not a drive-by impression.
- **50 to 100 small businesses.** Your brand alongside Alberta's best artisans, makers, and food vendors.
- **Safety-first reputation.** A comprehensive, published Safety Program builds real trust with families, and that goodwill extends to our partners.
- **Season 2 growth.** New ticket tiers, Family Plans, expanded stages and programming, and a purpose-built operations hub.
- **A contributor network that amplifies.** Dozens of DJs, bands, dancers, and fire performers each promote the festival to their own audiences.
- **Values alignment.** Family, safety, acceptance, respect, creativity, and sustainability. If those are your brand's values, this is your crowd.

4. Sponsorship Levels

Our seven levels rise in scale, from the glow you can stand inside to the whole of space. Begin within a *golden aura*, follow the *amber horizon*, step into the *amethyst twilight*, rise with the *moonstone*, watch the *northern lights* take the sky, drift out to a *galactic nebula* where new stars are born, and above it all, wear the *cosmic crown*. Every level includes our full base package, and each level builds on the one before it. All amounts are CAD; GST applies where applicable. Custom and in-kind packages are always available (see Section 6).

GOLDEN AURA <i>Every partnership begins with a glow</i>	\$1,500+
Open availability <i>This is the base package every sponsor receives.</i> • Logo and name in festival posters and social media posts • Up to two (2) sponsor-provided banners displayed on site • Logo, link, and business profile on the Sponsors Wall of Fame at thewinddown.ca • One (1) adult weekend pass, plus one (1) discounted guest pass at \$100 • Welcome and thank-you posts on our Facebook page and community group	

AMBER HORIZON *Where the land meets the light*

\$2,500+

Open availability

- Everything in Golden Aura, upgraded to two (2) comp adult weekend passes with Early Entry
- One (1) dedicated social media feature post (page, group, and Instagram)
- Logo on the printed site map and schedule boards
- Named recognition of one supported asset (for example: handwash stations proudly provided by your brand)
- Mention in our email newsletter

AMETHYST TWILIGHT *The in-between magic*

\$4,000+

Limited to five (5)

- Everything in Amber Horizon, upgraded to three (3) comp adult weekend passes with Early Entry
- Banner placement at one stage or zone of your choice (Lightpost, Lakeside, Vendor Village)
- Two (2) dedicated social media feature posts, plus credit in the official recap video
- MC shout-outs from stage throughout the weekend
- Option of a 10 x 10 ft activation or display space

MOONSTONE *Calm, bright, and unmistakable*

\$6,000+

Limited to four (4)

- Everything in Amethyst Twilight, upgraded to four (4) comp adult weekend passes with Early Entry, plus one (1) RV pass
- Named sponsorship of a major festival area: the Kids Zone, the Sanctuary, or the Vendor Village
- Three (3) dedicated feature posts, plus one (1) collaborative reel or story takeover
- Logo in the 2026 Survival Guide, distributed to every attendee
- Upgraded 10 x 20 ft activation space

NORTHERN LIGHTS *The whole sky starts dancing*

\$8,000+

Limited to two (2)

- Everything in Moonstone, upgraded to six (6) comp adult weekend passes with Early Entry and RV pass
- Five (5) dedicated feature posts, plus a sponsor spotlight article on thewinddown.ca
- Prime banner placement at the Owl's Nest main hub
- First pick of Season 3 sponsorship placements before public release

GALACTIC NEBULA *Where new stars are born*

\$10,000+

Limited to available stages

- Everything in Northern Lights, upgraded to eight (8) comp adult weekend passes with Early Entry, plus two (2) RV passes
- Presenting naming rights for one stage all weekend (for example: the Lightpost Stage, presented by your brand)
- Your stage naming carried through schedules, the site map, stage signage, and MC introductions from that stage
- Six (6) dedicated feature posts, plus a co-branded stage announcement post
- On-stage recognition at your stage each day of the festival

COSMIC CROWN *The crown of the entire sky*

\$25,000+

Exclusive. One (1) available • Official Event Partner

- Everything in Northern Lights, elevated to Official Event Partner status across the entire festival
- Event presenting naming rights: The Wind Down Season 2, in partnership with your brand
- Official Event Partner naming and logo in ALL official media: website header, posters, schedules, Survival Guide, press, and every social campaign
- Ten (10) comp weekend passes with camping and Early Entry, plus two (2) RV passes
- Prime Owl's Nest banner placement and a 20 x 20 ft branded activation space
- On-stage recognition at the opening and closing ceremonies
- First right of refusal for the Season 3 event partnership

5. Benefits at a Glance

BENEFIT	GOLDEN AURA	AMBER HORIZON	AMETHYST TWILIGHT	MOONSTONE	NORTHERN LIGHTS	GALACTIC NEBULA	COSMIC CROWN
Contribution (CAD)	\$1,500+	\$2,500+	\$4,000+	\$6,000+	\$8,000+	\$10,000+	\$25,000+
Availability	Open	Open	5	4	2	Per stage	1
Logo in posters + social posts	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Wall of Fame web profile	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor banners on site	2	2	2	3	4	4	Prime
Adult weekend passes	1 + 1*	2	3	4	6	8	10
Early Entry (Sept 17)		Yes	Yes	Yes	Yes	Yes	Yes
RV passes				1	1	2	2
Dedicated feature posts		1	2	3	5	6	6+
Logo on site map + schedules		Yes	Yes	Yes	Yes	Yes	Yes
Named asset recognition		Yes	Yes	Yes	Yes	Yes	Yes
Stage or zone banner of choice			Yes	Yes	Yes	Yes	Yes
MC shout-outs from stage			Yes	Yes	Yes	Yes	Yes
Activation space			10x10	10x20	10x20	10x20	20x20
Named area sponsorship				Yes	Yes	Yes	Yes
Logo in Survival Guide				Yes	Yes	Yes	Yes
Reel collab or story takeover				1	1	1	Yes
Spotlight on thewinddown.ca					Yes	Yes	Yes
Stage presenting naming rights						Yes	
Event presenting naming rights							Yes
Official Event Partner in all media							Yes
Ceremony recognition (open + close)							Yes
Season 3 first right of refusal					Early pick	Your stage	Yes

* Golden Aura includes one adult weekend pass plus one discounted guest pass at \$100. All benefits are cumulative: each level includes everything below it. Cosmic Crown includes everything through Northern Lights; stage naming rights remain available to the Official Event Partner as an add-on.

6. What Your Support Makes Possible

Cash contributions go directly to the things that make the festival run: the land, paying our artists fairly, operations, and sound and event production. We equally welcome **in-kind sponsorship** of equipment, services, and materials. In-kind sponsors receive the benefits of the level matching the fair market value of what they provide, and named recognition on the asset itself wherever practical (signage on the tent, the heaters, the Kids Zone, and so on).

WHAT WE NEED	EXAMPLES	SUGGESTED LEVEL
Kids Zone activities	Giant outdoor games (XL Connect 4), toys, bouncy house, ball pit	Golden Aura to Amethyst Twilight
Large event tents	20 x 40 ft, 30 x 50 ft and up	Moonstone to Northern Lights
Small tents for gate and Sanctuary	10 x 10s and 20 x 10s	Golden Aura to Amber Horizon
Heat for cool September nights	Propane patio heaters, propane fire pits	Golden Aura to Amber Horizon
Communications	Two-way radios for staff, security, and medical teams	Amber Horizon to Amethyst Twilight
Sanitation	Porta potties, handwash stations	Amethyst Twilight to Moonstone
Showers	Portable shower trailers or units	Amethyst Twilight to Moonstone
ATM services	On-site cash access for the Vendor Village	Amber Horizon
Site mobility	Golf carts for operations, accessibility, and medical response	Amber Horizon to Amethyst Twilight
Power and fuel	Generators, gas, and propane	Amethyst Twilight to Moonstone
Build and infrastructure	Building materials for stages, signage, and structures	Golden Aura to Amethyst Twilight
Sound and lighting	Stage production, PA systems, lighting rigs	Moonstone to Galactic Nebula
Financial contributions	Land costs, artist fees, operations, sound and event production	Every level

Have something we did not list? Talk to us. Custom activations and hybrid cash-plus-in-kind packages are priced on request.

7. Social Media & Digital Reach

Sponsor recognition is not an afterthought. It runs through an active, engaged, year-round digital community that keeps talking long after teardown.

Our Channels

Website	thewinddown.ca (sponsor Wall of Fame, lineup, tickets, Survival Guide)
Facebook Page	facebook.com/winddownalberta
Facebook Community Group	facebook.com/groups/641605761133058 (attendee-driven, year-round)
Instagram	@the__wind__down
TikTok	@winddown_ab
Snapchat	@thewinddown
Email Newsletter	Direct to ticket holders, past attendees, and subscribers

Coverage Profile: 12 Month Snapshot

Figures below reflect the twelve months ending August 2026.

Facebook Page followers	[DROP IN: followers]
Facebook Page reach (12 mo)	[DROP IN: reach]
Community Group members	[DROP IN: members]
Community Group engagement	[DROP IN: posts / comments / reactions per month]
Instagram followers + reach	[DROP IN: followers / reach]
TikTok followers + views	[DROP IN: followers / views]
Website sessions (12 mo)	[DROP IN: sessions / users]
Newsletter subscribers	[DROP IN: subscribers, open rate]
Top performing content	[DROP IN: 2 to 3 examples with reach numbers]

What this means for sponsors: every feature post, spotlight, and recap reaches a genuinely local, genuinely engaged Alberta audience of festival families, artists, and small business supporters, amplified further by our contributor network of performing artists sharing to their own followings.

8. Audience & Reach

Attendance	Up to 1,000 attendees plus children, over four days
Age range	25 to 40 primary, with families across all ages
Geography	Edmonton, Central Alberta, Calgary, and Western Canada
Vendors	50 to 100 small businesses
Artists	DJs, bands, live painters, dancers, fire and flow, workshop hosts
Reputation	Family-friendly, safety-first, community-built

9. Land Acknowledgement

The Wind Down acknowledges that we gather on Treaty 6 territory, a traditional meeting ground, gathering place, and travelling route of the Cree, Saulteaux, Blackfoot, Metis, Dene, and Nakota Sioux. We acknowledge the many First Nations, Metis, and Inuit whose footsteps have marked these lands for centuries and time immemorial.

10. Contact & Next Steps

We would love to explore how your brand can be part of The Wind Down Season 2.

1. Review this package and pick the level or asset that fits.
2. Reach out through thewinddown.ca/sponsors or message our Facebook page.
3. We will schedule a call to customise the partnership.
4. Sign the sponsorship agreement and receive your Welcome Package.

THE WIND DOWN • SPONSORSHIP TEAM

thewinddown.ca • [@the__wind__down](https://www.instagram.com/the__wind__down) • [facebook.com/winddownalberta](https://www.facebook.com/winddownalberta)
224041A Township Rd 481, Gwynne, AB • Treaty 6 Territory

"The Wind Down is a collective reflection of our shared vision for a gathering of community that brings together people from all walks of life."

Laugh • Play • Dance