

# New Year's FESTIVAL

## Sponsor and Community Partner Report

On the final eve of 2022, Strathcona County community members rang in the new year with free family friendly activities and entertainment throughout Broadmoor Lake Park, Festival Place and the Sherwood Park Arena and Sports Centre.

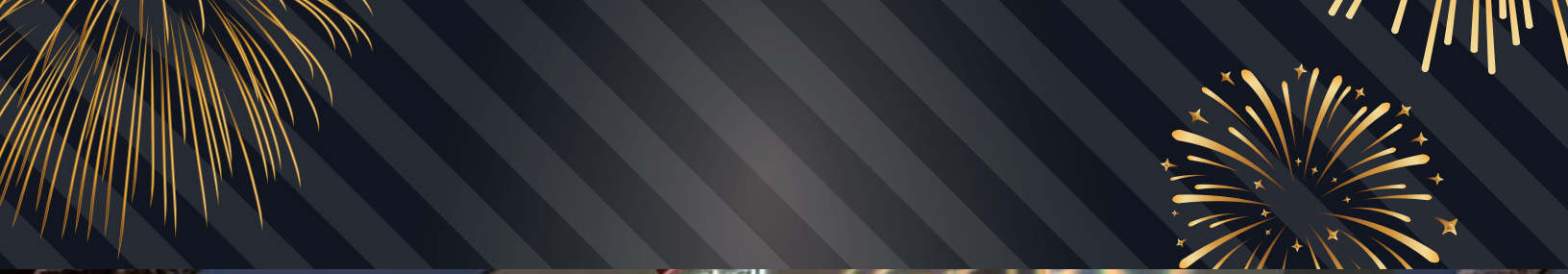
With perfect winter weather, families enjoyed the outdoors, taking part in hockey shootouts, snow art and admiring the creatively crafted ice sculptures. When needing to warm up, patrons enjoyed going indoors to view the worldclass LEGO display and watch the Figure Skating and Aerial artist performances.

To finish the night off, everyone gathered at 8:00 p.m. for a magnificent fireworks display over Broadmoor Lake Park!



# 2022

 STRATHCONA  
COUNTY



## Activities

### Enbridge Energy Zone

- LEGO Display
- Aerial Artist
- Sobeys Cookie Handouts
- Mattamy Homes Colouring Activity
- Maxwell Devonshire Realty Activity

### Cambrian Corner

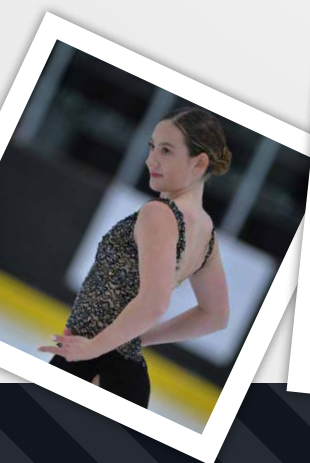
- Sin Bin Hockey Shootout
- Hot Chocolate
- Sobeys Cookie Handouts
- Shinny Hockey
- Public Skating
- Figure Skating performance

### Joburg Aggregates Outdoor Fun Zone

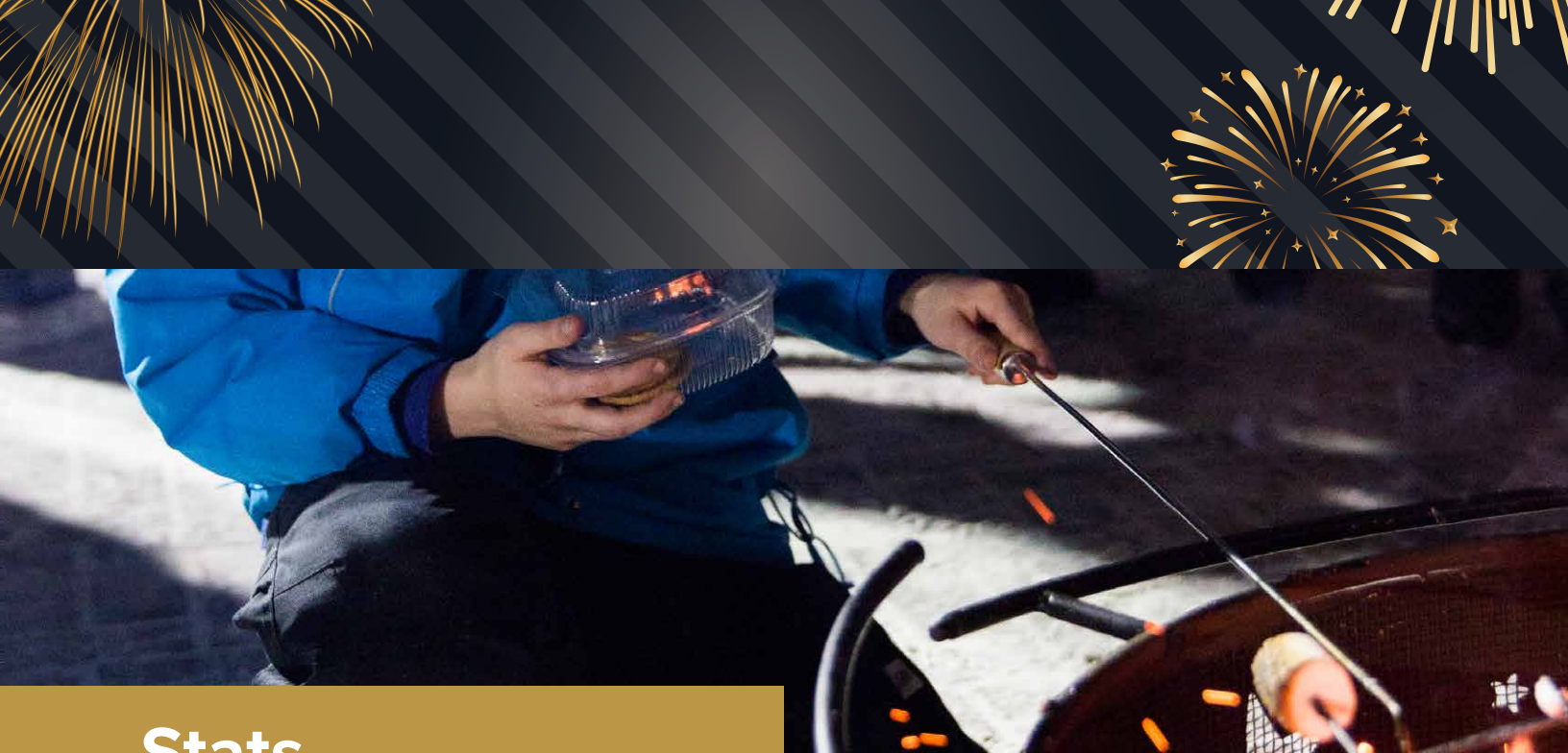
- Cabane a Sucre
- Ice Sculptures
- Fire Dancer
- Snowshoeing
- Smores
- Snow Art
- Imperial Warming Zone and Postcards to Athletes of the Special Olympics Alberta Winter Games

### Sherwood Park Mall Fireworks

- 8:00 p.m. at Broadmoor Lake Park







## Stats

### General

- Roughly 6000 attendees took part in the New Year's Eve (NYE) festivities.

### Social Media

- Tweets  
Impressions: 1,039  
Engagements: 41
- Facebook Sponsor Posts (5 posts)  
Combined reach: 9800 accounts  
Combined engagements: 143
- Instagram (21 Stories)  
Reach: 800 average per story, approx.  
Combined impressions: 15,000

### Website

- From November 15 to December 31 the NYE webpage had 19,995 page views (8,977 unique)
- On December 31 alone, the page was viewed 11,080 times (4,907 unique)
- The NYE webpage was the second most visited page on the entire Strathcona County website from December 1 to 31



### Social media combined totals

Reach / impressions: 63,673

Engagements: 1,104



# Thank you

to all our sponsors and volunteers!

## Presenting Sponsors



## Branded Activities / In-Kind support



**Festival Friends**

Citizens on Patrol

**Festival Partner**



*All the best in  
the New Year!*

