



# **2025 NIAGARA ICEWINE FESTIVAL PROGRAM PREVIEW**

**JANUARY 10-26, 2025**  
**[niagarawinefestival.com](http://niagarawinefestival.com)**



# NIAGARA-ON-THE-LAKE ICEWINE FESTIVAL

*re-imagined...*

## GOALS

- Deliver a festival worthy of national/international news coverage – put NOTL on the map as key winter destination
- Drive visitation
- Engage new visitors & tourists
- Engage a younger or “new to me” Icedwine audience

## PRIORITIES

- Event attendance and visitation to NOTL/Niagara
- Visitor engagement – on social, word-of-mouth
- Produce a variety of programming to engage multiple audiences – fine wine, new to wine/experience-seekers, families with young children
- Engage residents and business community – a Festival they are excited to be a part of

## CHALLENGES:

- Inconsistent weather – need to plan around warm temperatures and no snow – ice or cold-related activities need back up plan or to be “lovely surprises” – can’t overcommit in marketing
- Budget – winter events are 1.5x more costly than other seasons
- NOTL restrictions / expectations – heritage district
- Daytime Programming limit: much of current programming is daytime – hard to get beauty & effect of lighting, fire performers etc

# NIAGARA-ON-THE-LAKE ICEWINE FESTIVAL

*re-imagined...*

## RECOMMENDATIONS

- Present a multi-prong plan: 2025 event and 2026-27 event
- Two weekend event – January 18-19 and January 25-26
- Focus on venue aesthetic, continuing to drive visitor interactivity and social sharing
- Strongly theme each weekend to appeal to a different audience to encourage return visits
- Invest heavily in first weekend in partnership with Cool As Ice Gala to engage new/younger visitors
- Invest in wine/culinary visitors on second weekend
- Include Friday night events to encourage longer stays (2026-27)
- Extend evening hours to enable payoff for investment in lighting (2026-27)
- Develop new programming strands to reignite interest in Icewine Village (2026-27)



# NIAGARA-ON-THE-LAKE ICEWINE FESTIVAL

## 2025

*re-imagined...*

### KEY ELEMENTS FOR SUCCESS:

#### 1. QUEEN STREET VILLAGE - REIMAGINED.

- Charming and engaging décor – Winter Market feel
- Centre of all wine and culinary programming
- Plenty of bonfires, seating
- “Get out of the Cold” options engaging businesses
- Edutainment Options (instead of demonstrations)

#### 2. SNOW GLOBES IN THE VILLAGE

- Cedar-framed globes will fill the village as part of the VIP Program or as stand-alone rentals

#### 3. THE ICEHAUS

- The return of the outdoor Icewine Cocktail Competition, with a cool new twist
- “The IceHaus” comes to life January 25 to “anchor” second weekend

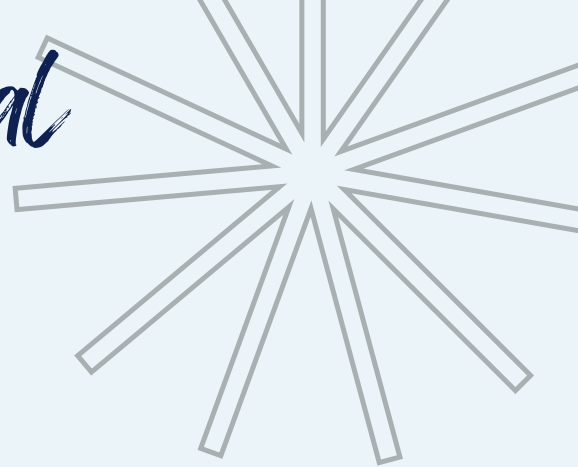
#### 4. CONCIERGE SERVICE

- NOTL Ambassadors lead a new style of service
- “Coat/Bag Check” for winter clothing, shopping or wine purchases.
- Information hub for festival activities



# Niagara Icewine Festival 2025

## EVENT SCHEDULE



FRI. JAN 10 -  
SUN. JAN 26

**Icewine Discovery Pass (NGWF) 11am-5pm**

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SAT, JAN 18

**Icewine Discovery Pass (NGWF) 11am-5pm**  
**Icewine Village (NOTL) 12pm - 6pm**  
**Bonfires in the Village (NOTL) 6pm - 8pm**  
**Cool As Ice Gala (NGWF) 7pm - 11pm**

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SUN, JAN 19

**Icewine Discovery Pass (NGWF) 11am-5pm**  
**Icewine Village (NOTL) 12pm - 6pm**

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SAT, JAN 25

**Icewine Discovery Pass (NGWF) 11am-5pm**  
**Icewine Village (NOTL) 12pm - 6pm**  
**IceHaus Cocktail & DJ Party (NOTL) 8pm - 11pm**

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SUN, JAN 26

**Polar Plunge - TBD (NOTL) 10am**  
**Icewine Discovery Pass (NGWF) 11am-5pm**  
**Icewine Village (NOTL) 12pm - 6pm**

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### SATURDAY & SUNDAY DAILY ACTIVITIES:

Wine & Culinary Village – bonfires, Snow Globes

·Family Fun in the Igloo

·Cozy Corner Local Business Program Open

Discovery Pass Mini Bundle – 3 DP experience, shuttle transportation,  
drops guests at Queen Street Festival

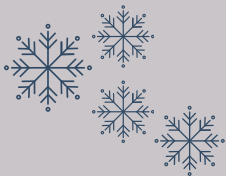
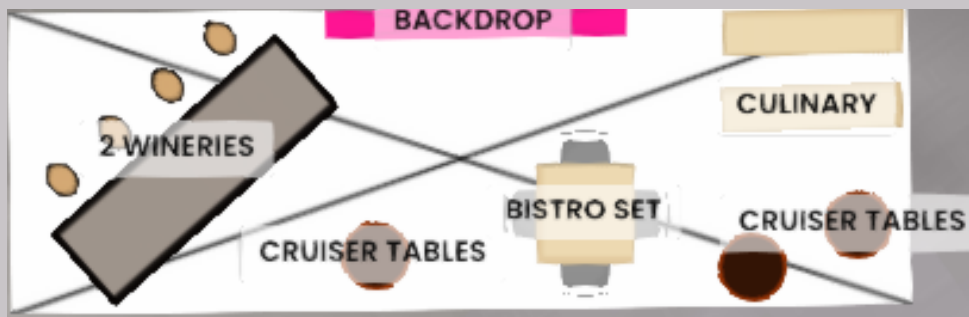
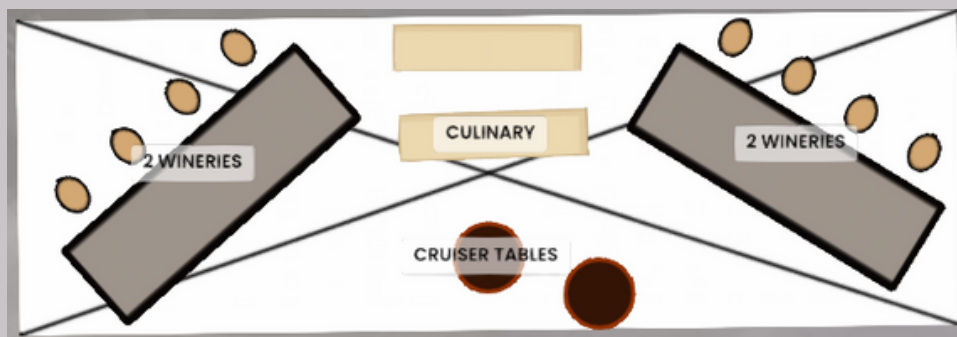
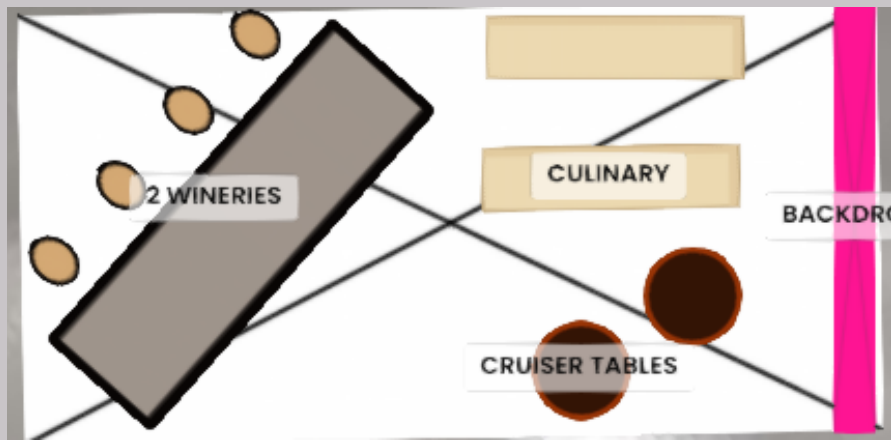
# QUEEN STREET ENHANCEMENTS

- Winery & culinary paired in tents together, with seating/mingle areas for guests and selfie-stations in each tent.
- Inside of tents enhanced with attractive decor and signage, playing on the sweet, spicy or savoury pairing – icon system
- Firepits with Muskoka chairs, blankets
- Upgraded VIP experience in the VIP Icewine Lodge or new VIP SnowGlobes
- Existing Ice sculptures AND live ice carving demonstrations
- Family fun in The Igloo - free activities for kids in cool, inflatable igloo



# WINE & CULINARY TENTS IN THE VILLAGE

- All spaces will include wine and culinary vendors, as well as seating or cruiser tables and an interactive element for guests (ie. selfie walls)
- Muskoka lodge is the overarching theme



# SNOW GLOBES IN THE VILLAGE



- One 22' and two 17' furnished globes will enhance the VIP Program (first-come, first-served access)
- Three 12' globes will be available to rent by the hour. Includes seating for 8, 2 bottles of Icewine and shareable cheese platter.

*new signature event*

## THE ICEHAUS

SATURDAY, JANUARY 25 | 8PM - 11PM

- After dark, Queen Street is transformed into a Euro-pop venue
  - Creative uplighting and light installations throughout the event site, and a live DJ
  - An evolution of the Icewine Cocktail Competition - wineries partner with venues and compete in a hosted, high-energy event
  - VIP tickets will include sample of all cocktails; guests will vote on their favourite (Top Chef theme) visitors will taste all cocktails (included in ticket price) and vote on their favourite
  - Option for Free Admission - guests purchase cocktails A La Carte
- Icewine and table wines bar open throughout event



# NIAGARA-ON-THE-LAKE ICEWINE FESTIVAL

## ENGAGING THE BUSINESS COMMUNITY: THE COZY CORNER TRAIL

- Participating culinary partners offer a \$10 “hot pot” & hot Icedwine drink special offer (i.e. cup of Icedwine-scented squash soup with Icedwine-infused hot tea)
- Dishes can be a preview of the partner’s culinary style; goal to introduce wine and culinary enthusiasts to offerings in NOTL
- Quick service model – restaurants can create large batches and hold; can be dished out by service team to avoid interference with regular kitchen service
- Fast turnaround service to expedite turnover
- Can be limited space within the venue – a few reserved tables, bar seating only – will market as “Cozy Corner”
- Non-culinary venues can offer \$5 hot drink
- Map created (like Discovery Pass Map) with venues and offerings. . . .
- Marketed online and with maps at event site
- Pay to play for participating partners (TBC)



# Niagara Icewine Festival

## THE TALK OF THE TOWN

### COMMUNICATIONS PLAN 2025



#### **\$200,000 INVESTMENT**

**Tourism Partnership of Niagara investment in Winter in Niagara program, including Icewine Festival**

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#### **POWER OF PARTNERSHIPS**

**Collective Marketing Plan, partnering with Wineries of Niagara-on-the-Lake, Tourism Niagara-on-the-Lake, Niagara Grape & Wine Festival, Tourism Partnership of Niagara, Wine Marketing Association of Ontario, Niagara Parks, Niagara Falls Tourism and Destination Ontario**

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#### **PAID MEDIA PLAN**

**Marketing reach extending to GTA, SouthWestern Ontario, Ottawa/Kingston, Western New York, Great Lakes US markets**

- **Out-of Home (billboards)**
  - **Social Advertising**
  - **PPC Digital**
  - **Radio (US)**
  - **Spotify, ChatGPT, YouTube, Google Ad campaigns**
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#### **INFLUENCER & MEDIA HOSTING**

**Marketing Partnership on Media & Influencer Hosting - building regional plans  
Key lifestyle influencers + multiple microinfluencers**

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#### **ONE DESTINATION**

**All visitor traffic will be directed to one source  
[www.niagarawinefestival.com](http://www.niagarawinefestival.com)**

- **All events will be highlighted**
- **Tickets available for all Icewine Festival events in one portal**
- **Graphics and copy will be provided to partners so all consumer touchpoints will be consistent**

# NIAGARA-ON-THE-LAKE ICEWINE FESTIVAL

## 2026-27

*re-imagined...*

### KEY ELEMENTS FOR SUCCESS:

#### 1. EXPAND PROGRAMMING

- Through grant funding and sponsorship, increase budget to enable unique programming components
- Animate evenings and Friday nights
- Expand Edutainment Option “Epcot Concept” into sensory pods
- Develop tiered progressive dining program
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#### 2. NEW “PLAY HUB” AT SIMCOE PARK

- Interactive winter activities for families – snow sculptures, snow sled, snowcastle building, snowshoeing course
- Shuttle stop for excursions – tobogganing, cross country skiing, winter cycling along the Parkway



# NIAGARA-ON-THE-LAKE ICEWINE FESTIVAL



## KID & "KID AT HEART" PROGRAMMING: THE PLAY HUB @ SIMCOE PARK

- Play on "Uber Canadian" experiences
- Maple-Taffy station – ice/snow chute with "pilgrim" style experience
- Meet the Mascots – have regional mascots dressed up in winter attire
- Scavenger Hunt – complete the hunt for ability to win prizes (can be done through Old Town)
- Festival Snow Castle Building – Living Art Project. Throughout the festival the visitors work together to create a unique snow castle. Annual event; photographs etc. Can be curated by local art group for annual inspiration
- Snow Slide
- Snowshoe Races / Courses
- Rent a Snow Bike – ride the Parkway
- Shuttle Stop for Snowshoeing/Cross Country Skiing at Fort George or Tobogganning at Simcoe Park

# new signature events

## EPCOT OF ICEWINE

**ALL DAYS 2026-27**

- Create full sensory zones themed around the primary tasting notes of Icewine: Floral, Tropical, Berry etc.
- Warmed Tents will be highly decorated with this theme and will have a bar that will feature a 3-wine flight with food accompaniment.
- Will have seating options, selfie stations
- Edutainment concept – teach about Icewine but in highly engaging way



## ICE SKATING DISCO

**FRIDAY NIGHT 2026-27**

- High energy DJ, disco lights, disco themed ice-skating party
- Icewine cocktails and hot chocolate for sale, food trucks
- Rideau Canal feel with disco twist
- Fireworks finale

**FREE ADMISSION**

# new signature events

## ICEWINE PROGRESSIVE DINNER

**FRIDAY 2026-27**

- Working with local restaurants/ culinary partners, create 2-tier “pub crawl” Icewine dining experience

**Pub Tier** – Icewine infused pub favourites, Icewine cocktails/ hot drinks

**Fine Dining Tier** – Icewine integrated into dishes, more sophisticated drink options

- Must be walkable, restaurants only

**TICKETED EVENT. PRICES VARY.**



## POLAR PLUNGE

**SUNDAY 2026-27**

- Queen's Royal Park
- Fundraising event for local charity
- Participants pay fee (via fundraising or pay to play) that includes Polar Plunge experience and post-plunge hot Icewine beverage
- Encourages early start to Sunday – local restaurants can offer brunch specials?

**CONSIDER CHARITY TIE-IN**



# GET INVOLVED!

## 1. ICEWINE VILLAGE - JANUARY 18,19, 25, 26 | 12PM - 6PM

- Each winery will present 2 Icewines (must be 100% Icewine)
- \$6 for a 1oz pour (\$4 to winery, \$2 to Festival to cover operational expenses)
- Cashless and tokenless - all vendors will have a POS system AND WiFi in the Village
- Wineries are responsible for having 2 staff/shift
- Wineries will share a tasting station with another winery. There will be at least one culinary vendor in each tent.

## 2. ICEHAUS - ICEWINE COCKTAIL COMPETITION - JANUARY 25, 8PM - 11PM

- Grab your favourite mixologist and show your stuff at this reinvented, stylish event
- Teams will receive \$6.66 for each full-sized cocktail, and \$2 for each mini-cocktail. This will cover any costs associated with your cocktail (but you can up the ante if you want to win!).
- All cocktails must be made with 100% Icewine and can be mixed with any wine from your winery OR a pre-selected list of spirits. 100% of alcoholic content must be from Niagara-on-the-Lake.

## 3. ICEHAUS WINE BAR

- Not able to participate in the Icewine Cocktail Competition? You may submit one non-Icewine to be poured at the IceHaus Wine Bar. Wine will be \$10 per oz glass, with \$5 going back to the winery and \$5 covering operational expenses.

## 4. ICE SCULPTURE SPONSOR

- \$1500 for logo on Ice Sculpture (multiple logos) or contact us for exclusive logo opportunities and/or your own Icewine sculpture

# SPONSORSHIP OPPORTUNITIES



## **\$25,000 PREMIUM PARTNER**

- Includes brand recognition at the Niagara-on-the-Lake Icewine Village, the Cool As Ice Gala and the NGWF website & Print materials
- Includes hospitality program

## **\$10,000 GOLD SPONSOR**

- Sponsor of either the IceHaus or the VIP Lounge

## **3. \$5,000 - SILVER SPONSOR**

## **\$3,500 - SUPPORTING SPONSOR**

## **\$1,500+ - ICE SCULPTURE SPONSOR**

- Have your logo included on an incredible Ice Sculpture in the Village. Want your own? Custom pricing can be provided starting at \$5,000.

**CONTACT TINA MYERS FOR DETAILS! [tinam@niagarawinefestival.com](mailto:tinam@niagarawinefestival.com)**

# GET IN TOUCH

**FESTIVAL PROGRAMMING** - Dorian Anderson [doriana@niagarawinefestival.com](mailto:doriana@niagarawinefestival.com)

**WINERY & CULINARY PROGRAM** - Presley Gruener [presleyg@niagarawinefestival.com](mailto:presleyg@niagarawinefestival.com)

**SPONSORSHIP** - Tina Myers [tinam@niagarawinefestival.com](mailto:tinam@niagarawinefestival.com)

**LOCAL BUSINESS ENGAGEMENT** - Kathy Weiss [kathy@niagaraonthelake.com](mailto:kathy@niagaraonthelake.com)

**VOLUNTEER PROGRAM** - Sign up at [niagarawinefestival.com/get-involved](https://niagarawinefestival.com/get-involved) or ask Laurie Harley

**WINERIES OF NIAGARA-ON-THE-LAKE** - Brianne Hawley, Sumie Yamakawa or Madison Vine via [marketing@wineriesofniagaraonthelake.com](mailto:marketing@wineriesofniagaraonthelake.com)