



2025
niagara-on-the-lake
icewine fest
PROGRAM P



JANUARY 18-26, 2025
[niagarawinefestival .com](http://niagarawinefestival.com)



NIAGARA 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, engaging new visitors & tourists and a younger or “new to me” Iced wine 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
- Budget – winter events are 1.5x more costly than other seasons
- NOTL restrictions / expectations – respecting Heritage District, its residents and business owners

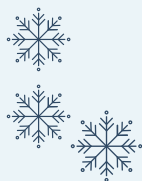


NAGRAON THE LAKE ICEWINE FESTIVAL

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)



NAGARA ON THE LAKE ICE WINE FESTIVAL 2025

re-imagined...

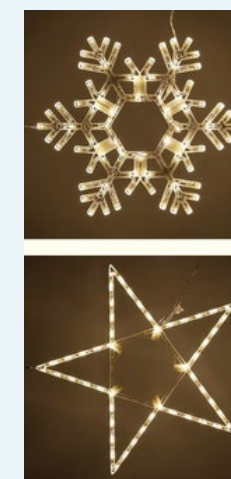
KEY ELEMENTS FOR SUCCESS:

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. SNOWGLOBES IN THE VILLAGE

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



NAGRA ON THE LAKE ICEWINE FESTIVAL 2025

re-imagined...

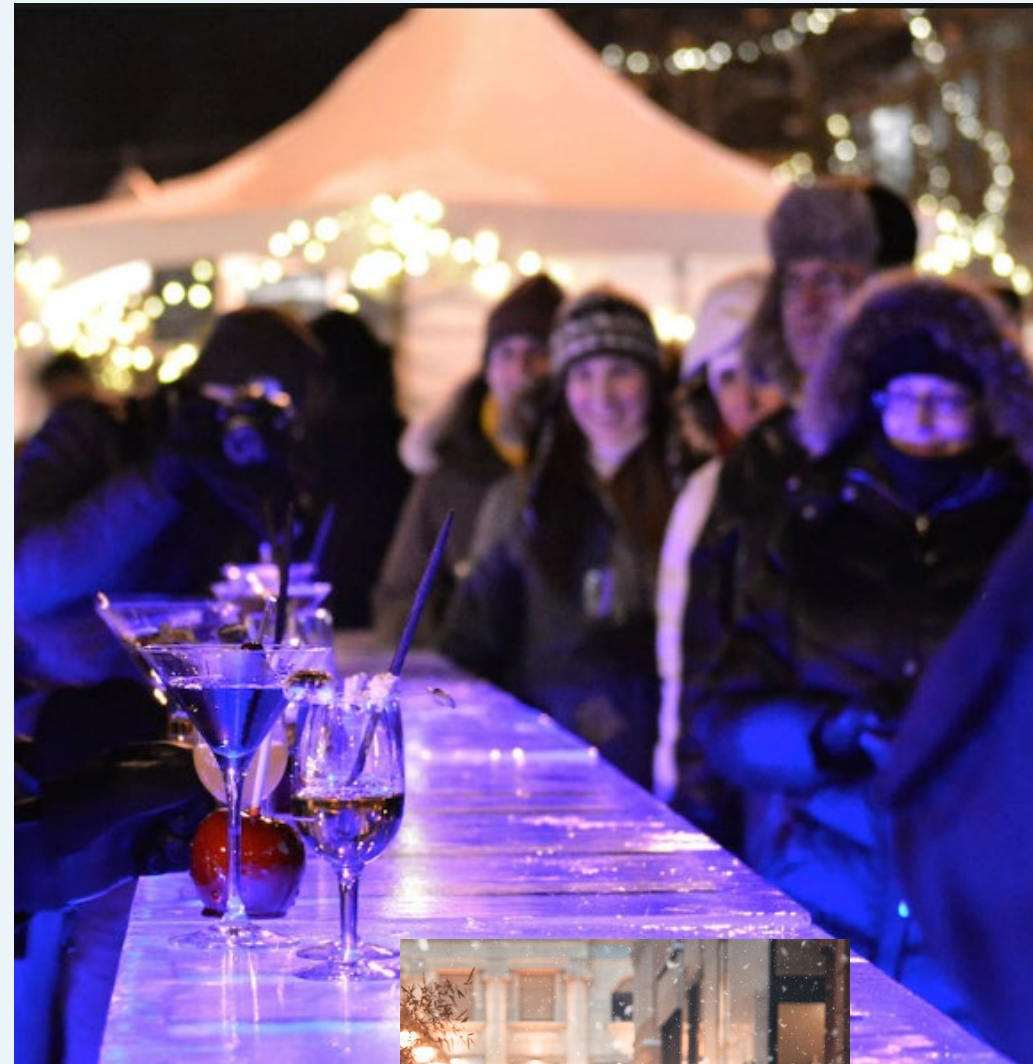
KEY ELEMENTS FOR SUCCESS:

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

EVENTSCHEDULE

FRI. JAN 10-
SUN. JAN 26

Icewine Discovery Pass (NGWF) 11am-5pm

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

SUN, JAN 19

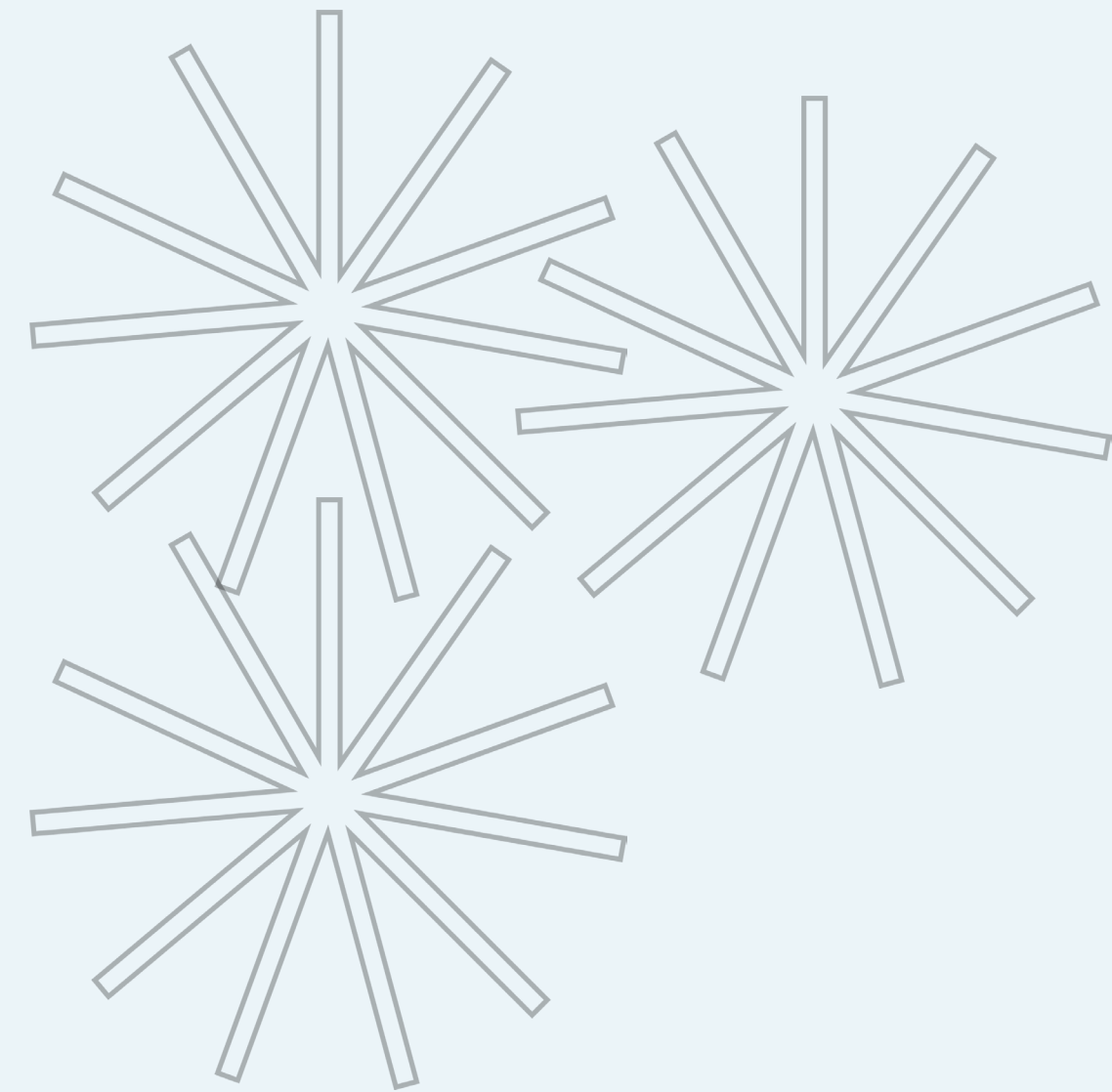
Icewine Discovery Pass (NGWF) 11am-5pm
Icewine Village (NOTL) 12pm - 6pm

SAT, JAN 25

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

SUN, JAN 26

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



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

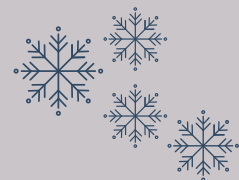
QUEEN STREET ENHANCEMENTS

- 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



snow globes in the village

- One 22' and two 17' furnished globes will enhance the VIP Program (first come, first served access)
- Two 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 ICEALS

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



ENGAGING THE BUSINESS COMMUNITY

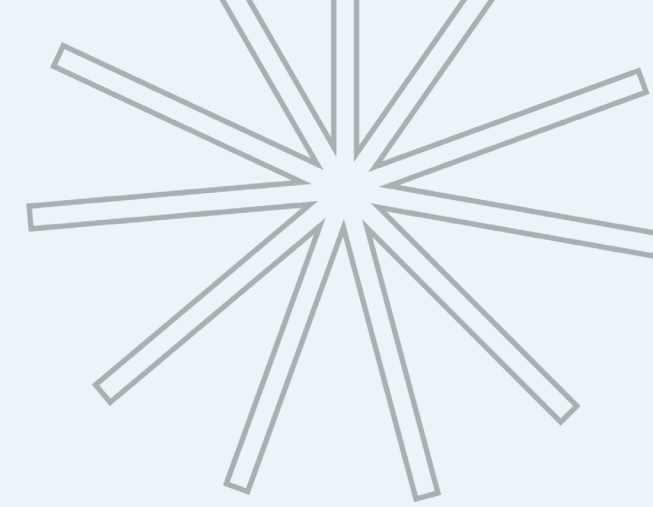
SAMPLE PROGRAM THE COZY CORNER TRAIL

- Participating culinary partners offer a \$10 “hot pot” & hot Icewine drink special offer (i.e. cup of Icewine-scented squash soup with Icewine-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
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Niagara Icewine Festival

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COMMUNICATIONS PLAN 2025



**\$200,000
INVESTMENT**

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

**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

**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

**INFLUENCER &
MEDIA HOSTING**

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

ONE DESTINATION

All visitor traffic will be directed to one source
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

NAGRA ON THE LAKE ICE WINE 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

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

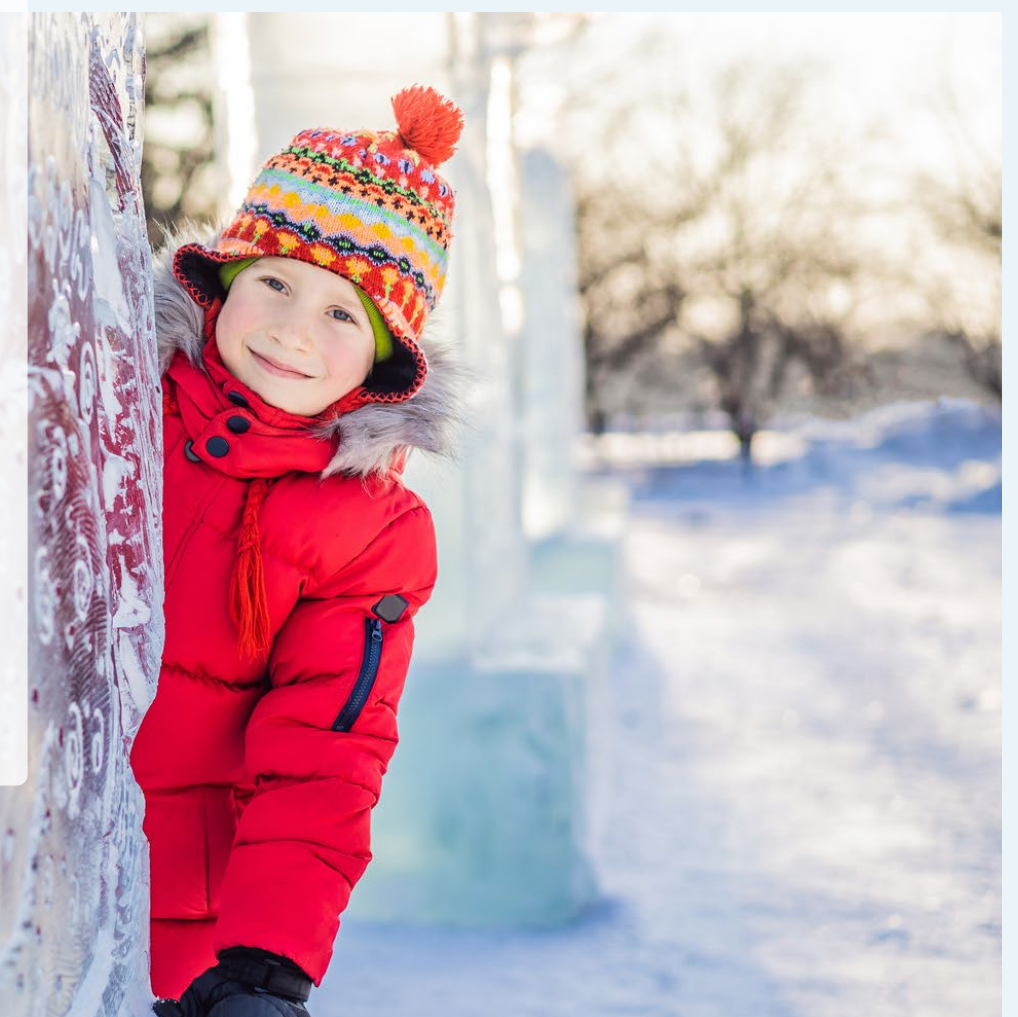
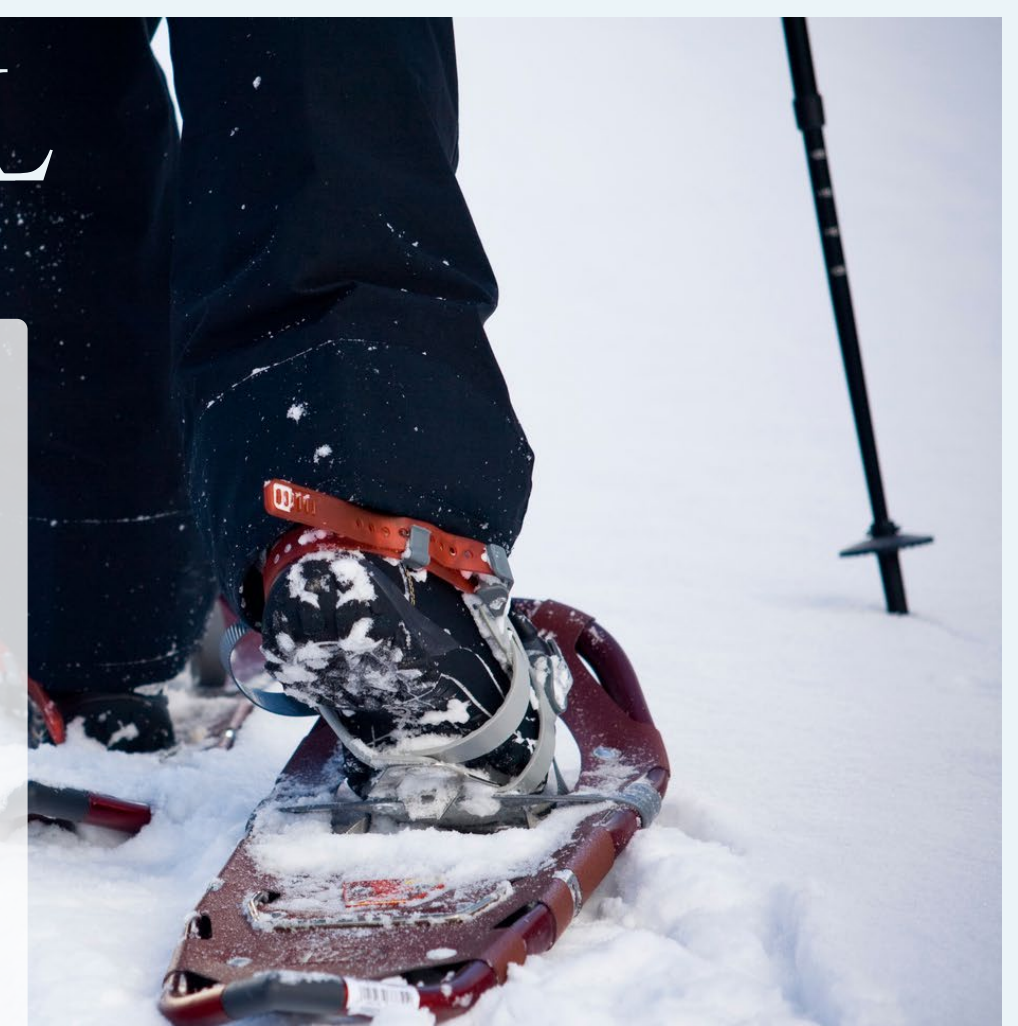


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KID & KID AT HEART PROGRAMMING THE PLAY HUB @ SIMCOE PARK

- 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 Tobogganing at Simcoe Park



new signature events

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. icewinevillage-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 -icewinecocktail competition-january25, 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 WINEBAR

- 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. ICESCUPTURES PONSOR

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





GET INVOLVED

FESTIVAL PROGRAMMING- Dorian Anderson
doriana@niagarawinefestival.com

WINERY & CULINARY PROGRAM- Presley Gruener
presleyg@niagarawinefestival.com

SPONSORSHIP- Tina Myers tinam@niagarawinefestival.com

LOCAL BUSINESS ENGAGEMENT- Kathy Weiss
kathy@niagaraonthelake.com

VOLUNTEER PROGRAM- Sign up at
niagarawinefestival.com/getinvolved or ask Laurie Harley

WINERIES OF NIAGARA-ON-THE-LAKE - Brianne Hawley,
Sumie Yamakawa or Madison Vine via
marketing@wineriesofniagaraonthelake.com