

**PUMPKINS
AFTER DARK**
JACK-O-LANTERNS COME ALIVE

**NORTH AMERICA'S
LARGEST
HALLOWEEN EVENT**

2026

PARTNERSHIP INFORMATION

ABOUT Us

Pumpkins After Dark is North America's largest Halloween event with shows in nine cities and growing. Each show features over 10,000+ pumpkins, this one-of-a-kind walk-through experience is the must-see event of the Halloween season.

100% Canadian made by local artists. 🇨🇦

After Sunset from late September to Halloween Night, our guests explore the magical pathway of lit pumpkin sculptures and displays, with music, sounds and special effects. With classic Halloween characters, dinosaurs and dragons, and pop culture icons – this family friendly event has something for everyone. But that's not all - indulge in delicious fall-themed treats and sweets from local food trucks, witness live pumpkin carving demonstrations, snap memorable photos with our captivating photo-ops, explore the Monster Maze, and be entertained by roaming performers.

Pumpkins After Dark is everyone's new annual tradition!

Event Milestones & Highlights:

- 2019: Pumpkins After Dark's inaugural event is held in Milton, ON attracting an impressive sold-out attendance of 90,000+
- 2021: Second location debuts in Calgary, AB with a sold-out attendance of 74,000+
- 2022: The expansion continues with the introduction of two new locations, Edmonton AB & Vancouver BC. Each event saw 70,000+ attendees.
- 2024: New location added in Saskatoon, Saskatchewan at Prairieland Park
- 2024: Pumpkins After Dark expands into the USA
- 2025: Addition of London, Ontario
- 2025: International expansion begins with Dublin, Ireland
- 2026: International expansion grows with the addition of Edinburgh, Scotland
- 2026: Canadian growth addition of Winnipeg, Manitoba and Markham, Ontario



EVENT PHOTOS



EVENT PHOTOS



2026 CANADIAN LOCATIONS & AVERAGE ATTENDANCES

187,000+ IN 2025

1.29 MILLION GUESTS SINCE 2019

MALE
48%

FEMALE
52%

3 AND UNDER
5%

CHILD (4 - 17)
21%

ADULT
74%

EDMONTON
BORDEN PARK
40,000 GUESTS

SASKATOON
PRAIRIELAND PARK
24,000 GUESTS

TORONTO (MARKHAM)
MARKHAM MUSEUM
PROJECTED 30,000 GUESTS

CALGARY
CANADA OLYMPIC PARK
40,000 GUESTS

WINNIPEG
ASSINIBOIA DOWNS
PROJECTED 30,000 GUESTS

LONDON, ON
STORYBOOK GARDENS
30,000 GUESTS

TORONTO (MILTON)
COUNTRY HERITAGE PARK
30,000 GUESTS



2026 PUMPKINS AFTER DARK LOCATIONS

CANADA

CALGARY, AB 40,000 GUESTS
EDMONTON, AB 40,000 GUESTS
SASKATOON, SK 24,000 GUESTS
WINNIPEG, MB - NEW FOR 2026
MILTON, ON 30,000 GUESTS
LONDON, ON 30,000 GUESTS
MARKHAM, ON - NEW FOR 2026

EUROPE

DUBLIN, IR - 38,000 GUESTS
EDINBURGH, SCO - NEW FOR 2026

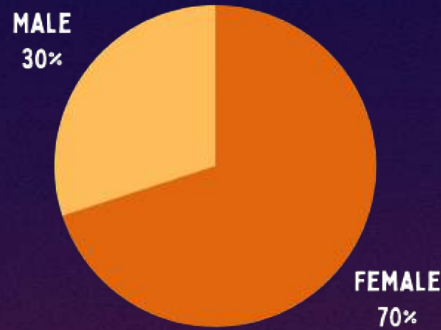
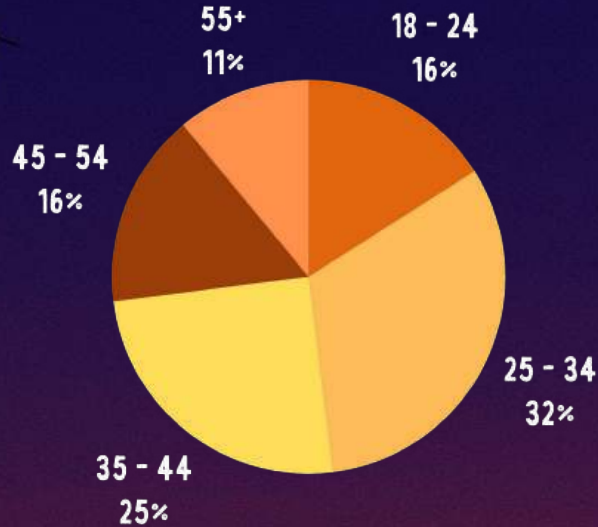


USA

DES MOINES, IA - NEW FOR 2026
BAY AREA (PLEASANTON), CA - NEW FOR 2026

SOCIAL MEDIA & DIGITAL REACH

Social Media Demos & Followers



Total social media reach
(all cities)



44.6K

16.5 Million
Impressions



37.4K

28.6 Million
Impressions

Online Engagement: An Expansive Online Presence

1,298,252
Website
Visitors

3,823,980
Website
Visits

2,118,228
Website
Page Views

1m 30s
Website
Visit Length

71,669,320
Earned
Impressions

\$45,826,820
Earned
Media Value

\$475,165
Total Media
Spend

PUMPKINS AFTER DARK: YOUR HALLOWEEN TRADITION

ATTENDEE TESTIMONIALS

“This is SUCH A GREAT EVENT! We had so much fun and will come back again! 6/5 ★” Duncan, Burnaby BC

“Artwork on the pumpkins was astounding. Pedestrian traffic moved well, and I found the event organized and worth the price of admission.” Greg, Calgary AB

“Absolutely Amazing! Beyond my expectations..... The work and talent that went into every piece is mind blowing! The event itself is so well organized. I can't wait to go back next year” Karen, Hamilton ON

“The pumpkin displays were amazing, there is something here for everyone! Honestly, I couldn't recommend this place enough, as the whole experience from start to end was great!” Kim, Calgary AB

“Pumpkins After Dark is a fantastic seasonal event with stunning light displays and intricate pumpkin carvings. The atmosphere is both festive and family-friendly, perfect for an autumn outing ” Nitin, Milton ON



MEDIA

THE MEDIA LOVE US!

- “Pumpkins After Dark is a sweet treat that focuses on the magic of Halloween” - Apt613
- “Spooky season is in full swing and if you only attend one event this year, let it be Pumpkins After Dark!” - Only In Texas
- “My family had a great time. Very impressive!” - Vancity Kids
- “It was truly a magical evening filled enchantment and wonder” - The Ottawa Festival Network
- “With magical pumpkin-lined pathways, Halloween treats and photo ops, Pumpkins After Dark is the ultimate Halloween event in Burnaby” - Burnaby Beacon

TOP TO-DO LISTS!

- Halloween Edition: Things to do in Calgary - Calgary Herald
- Best Thanksgiving Weekend Activities in Edmonton - To Do Canada
- Staff Picks: Calgary Events We're Excited About - Avenue Magazine
- Affordable Halloween Events in Metro Vancouver - Daily Hive
- Calgary Fall Bucket List Festivals & Events - Curiosity
- Fall Fun Weekend Ideas for the Whole Family - Ottawa Tourism

PUMPKINS AFTER DARK MEDIA MENTIONS IN:



EDMONTON JOURNAL

CURIOSITY



604 NOW



DailyHive



ROGERS

Bell Media



GIVING BACK TO THE COMMUNITY

We work with great charities! Over 500 tickets donated & \$33,000+ back to the community



CHARITY TESTIMONIALS

- “The Saskatoon Zoo Foundation was thrilled to have been part of Pumpkins After Dark. Our ticket partnership raised over \$5,000 towards our new bear enclosure” The Saskatoon Zoo, Saskatoon SK
- “We had an overwhelmingly positive response to the Pumpkins After Dark tickets, with over 400 requests!” Kids Up Front, Edmonton AB
- “We had a fantastic time! The carvings were really well done.” Big Brothers & Big Sisters, Calgary AB
- “On behalf of the Chinese Community Policing Centre and our volunteers, we deeply appreciate your support which provides the opportunity for our volunteers to attend this wonderful event” Chinese Community Policing Centre, Vancouver



Leftover pumpkins
are donated to
local rescues!

SPONSORS & PARTNERS



DRIVING
FORCE
Vehicle Rentals | Sales | Leasing



THE
CANADIAN
BREWHOUSE



BURNABY
halloween
FES/2025
TIVAL



Wet'n Wild
EMERALD POINTE



NEWBRIDGE
HOUSE AND FARM



Tourism
Burnaby



WINSPORT™



* SECRET
MEDIA
NETWORK

TESTIMONIALS:

"Partnering with Pumpkin After Dark as a venue partner was a genuinely outstanding experience, and one we're proud to be associated with. From our very first conversations, their team demonstrated a high level of professionalism, organisation, and care. Planning an event at this scale always comes with moving parts, but Pumpkin After Dark made the entire process feel smooth, structured, and collaborative." Shan Sundaram, Operations Director, Aramark

"We wanted to thank you for partnering with us this year, we saw huge engagement on our social media contest and redemption from on-site signage" Casey Dubyk, Marketing Coordinator, Fly Over Canada

"Lantern Events has produced Pumpkins After Dark at Winsport for the past five years. They are very professional in their business dealings and put on a first-class event. I look forward to a positive ongoing relationship with them." John Sutherland, COO Winsport, Canada Olympic Park

"Working with Christine, Kevin & the entire Pumpkins After Dark crew has been, and continues to be, a great experience. They are all easy to communicate with, super clear about what they needed, and always quick to respond on any queries I had throughout the planning and set-up process of their events. I always look forward to when they roll in for their annual event and am looking forward to working with them for years to come." Kyle Chudyk, Manager, Prairieland Park

"Pumpkins After Dark was a unique addition to Edmonton's fall festival season! The Pumpkins After Dark event organizers were professional, responsive, and provided all requirements asked of them in a timely manner. Their focus on hiring local youth to provide valuable work experience was a meaningful way to give back to the community, and a thoughtful addition to this creative event!" Cheryl Taylor, Festivals & Events, City of Edmonton

SPONSORSHIP PHOTOS



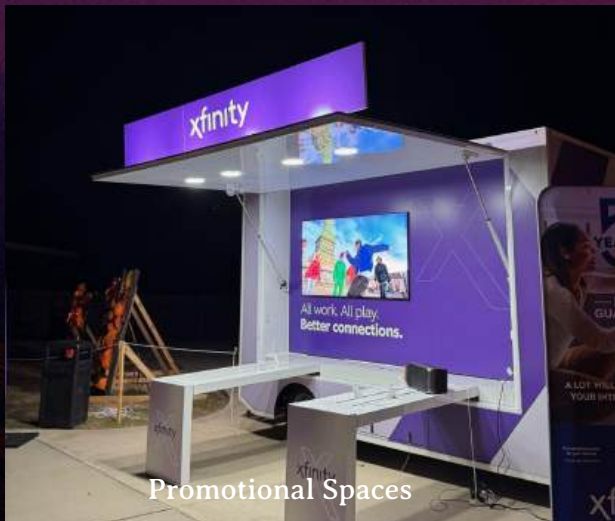
Branded Photo Ops



Custom Sponsorship Displays



Section Sponsorships



Promotional Spaces



Custom Carvings



Custom Displays



Promotional Spaces



Section Sponsorships



Interactive Activations



Branded feature area



Custom Display & product placement

BOONUS PHOTOS



A nighttime photograph of a Halloween-themed light display. In the foreground, a wooden barrel is carved into a jack-o'-lantern with triangular eyes and a wide, toothy mouth. To its left is a large hay bale. In the background, a series of arches made of blue lights are decorated with hanging orange and purple pumpkins, some of which have white spider designs. A large, illuminated spider is visible on the right side of the arches. The scene is set outdoors at night, with trees and other lights visible in the distance.

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For more information, contact:

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