

UNITED FEST

AUGUST 23, 2026
CANMORE, AB



Ukrainian
Canadian
Congress
Bow Valley
Association

Конгрес
Українців
Канади
Відділення
Долина Бов

Connection

Traditions

Culture

Community

Freedom



UNITED FEST

From the soaring peaks of the Ukrainian Carpathians to the majestic ranges of the Canadian Rockies, **United Fest** is a vibrant *celebration of freedom, culture, and community.*

United Fest is an annual festival celebrated since 2024 in Canmore, uniting not only Ukrainian & Canadian community but the Bow

Join us in this remarkable gathering of culture, creativity, and collaboration!



ABOUT US

United Fest began as a collaborative project between the Ukrainian Canadian Congress Bow Valley Association and UCAN Radio. It has since evolved into a standalone event and a signature initiative of UCC Bow Valley, now fully organized and led by our team.

What started as a passion project has quickly grown into an **annual festival**. Driven by dedicated volunteers and a shared love for Ukrainian culture, we come together to create an experience that **unites people of all backgrounds** to experience and embrace our culture. Through music, dance, food, and tradition, we unite communities, foster connections, and celebrate the diversity that makes us stronger together.



THE HISTORY



2024

United Fest had an incredible first year, bringing together over 800 attendees from across Alberta. People traveled from Calgary, Cochrane, Edmonton, Jasper, Canmore, Lake Louise, and beyond to celebrate Ukrainian culture, unity, and community.

2025

With the second year the festival grew extensively to over 2000 people attending, with a headliner performance, first in Alberta Ukrainian Soccer Championship with the opening ceremony by Minister of Tourism & Sports Adnriy Boitchenko, of and sponsorship from Hyundai, Pursuit, Fairmont and many real estate companies.

2026

In 2026, we write this chapter together. With more exposure, new attendees, and exciting collaborations, United Fest is poised for growth—and we invite you to be part of this history, shaping the future of cultural celebration and community unity.



OUR MISSION

We are proud to announce that partial proceeds from our festival will be donated Dim Metelykiv (The House of Butterflies) a children's hospice operating under the Misto Dobra Charity Organization in Ukraine, which provides essential care to severely ill children including those displaced by the full-scale invasion of Ukraine. These children, having endured significant hardships and dislocation, desperately need support.

**2024 Collective Donation:
\$4,000**

**2025 Collective Donation:
\$9,000**



[Learn More about
Misto Dobra](#)





OUR MISSION

In 2025, we expanded our mission to support a local organization in the Bow Valley. We're proud to have made a meaningful contribution toward the well-being of our furry friends—and to have spent a joyful day playing alongside them.

**Donation to Bow Valley Charity :
\$1,000**

[Learn More about
BVSPCA](#)





[Learn More about
Save Ukraine](#)

[Learn More about
Bring Kids Back](#)

OUR MISSION

In 2026, our festival is dedicated to supporting **Save Ukraine** the backbone of **Bring Kids Back initiative** and the rehabilitation of Ukrainian children abducted during the war. Many of these children were forcibly taken from Ukraine, separated from their families, stripped of their identity, and subjected to propaganda and psychological trauma. Some were illegally adopted into Russian families or sent to military-style camps in an attempt to erase their Ukrainian roots.

Today, these children need more than rescue — they need healing, rehabilitation, psychological support, and the chance to rediscover who they are.

Through our festival, we aim to raise awareness, support recovery efforts, and remind the world that every child deserves a future, a home, and the right to their own identity.

You can help save children's lives!

HIGHLIGHTS 2024

- **Over 800** visitors across all activities
- **5 Locations** across Canmore Community
- **20+** Vendors
- **56** Dedicated volunteers
- **Over 50 Performers** on the Main Stage
- **More than 100,000** impressions in Social Media



HIGHLIGHTS 2025

- **Over 2000** visitors across all activities
- **5 Locations** across Bow Valley Community
- **27** Vendors
- **120** Dedicated volunteers with 800 volunteer hours
- **Over 30 Performers** on the Main Stage
- **More than 150,000** impressions on Social Media
(organic reach only)
- Website visits – **20k visits**
- Launched a soccer tournament – **5 teams**



DEMOGRAPHICS



Age

- 5-18 years - 15 %
- 24-44 years - 64 %
- 45-70 years - 21 %



Residency

- Calgary Newcomers - 75 %
- Canmore Citizens - 16 %
- Other Alberta - 9%



Language Spoken

- Ukrainian - 79%
- English - 18%
- Other - 3%



Audience Interests

- Visit local community events - 92%
- Follow 🇺🇦 & 🇨🇦 brands - 78%
- Shop local - 60%
- Trust brand recommendations - 71%



WHY SPONSOR UNITED FEST?

- **Cultural Impact:** Be part of a movement that celebrates Ukrainian heritage while promoting unity and diversity.
- **Exposure:** Reach a highly engaged Ukrainian & Canadian audience in the Bow Valley and across Canada.
- **Brand Alignment:** Showcase your brand as a supporter of cultural heritage, community, and meaningful change.
- **Media & Visibility:** Gain regional media exposure, social media promotion, and prime on-site visibility.
- **Charity & Impact:** Help raise funds for severely ill children in Ukraine affected by war and illness.





FESTIVAL PHOTO GALLERY





FESTIVAL PHOTO GALLERY

This is just a quick preview of a last year's program to learn more about what United Fest is





PREVIOUS KEY SPONSORS

We are proud to have secured successful sponsorships with leading companies and businesses across the Bow Valley, Calgary, and beyond. Below are just a few of the valued partners who have supported our journey and helped bring our initiatives to life



WIM & NANCY
PAUW
FOUNDATION



**CALGARY
FOUNDATION**
FOR COMMUNITY, FOREVER



**BANFF
CANMORE
FOUNDATION**

PURSUIT *Fairmont*



BANFF
LODGING 18

**SOUTH
TRAIL** **Hyundai**



GET IN TOUCH

Let's bring your brand to the heart of the Ukrainian-Canadian community. Contact us today to discuss partnership opportunities.

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Instagram

[@ucc_bow_valley](https://www.instagram.com/ucc_bow_valley)





THANK YOU

