



## FORT EDMONTON PARK ENHANCEMENT PROJECT

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NAMING OPPORTUNITIES WITHIN THE  
1920'S JOHNNY J. JONES MIDWAY

**FORT  
EDMONTON  
PARK.CA**



In the 1920s, the arrival of the Johnny J. Jones Exposition at the Edmonton Exhibition was celebrated far and wide. Johnny J. Jones was a traveling railroad show of carnival rides, games, and amusements. It was highly anticipated by Edmontonians each year as they looked forward to the joy of rides, games, and candy floss. The Carousel was the heart of the midway, gathering people of all ages to watch the fun and wait for their turn to ride a painted horse.

In the early 2000s, the Fort Edmonton Foundation brought the roaring twenties back to life, recreating the Johnny J. Jones Exposition at Fort Edmonton Park. Opening on July 1, 2006, the historical midway was a gift to Edmontonians and enhanced the Park's 1920 streetscape. The midway's highlight is the replica of the original 1920s Carousel featuring hand-carved and painted horses lovingly handcrafted by volunteer carvers.

Currently, Fort Edmonton Park is undergoing a massive renovation and expansion and will reopen in 2021. As part of this project, the midway will be twice its size with more attractions. Historical rides, games, and entertainment will take visitors back to the 1920s, witnessing the sights and sounds their great grandparents would have enjoyed in the optimistic post-war times.

There will be a larger Ferris wheel, a carnival maze, a funhouse, and other new attractions like the Cabinet of Curios and Games Alley.



# JOHNNY J. JONES MIDWAY

Naming of Facility - \$1,000,000

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**When the expanded Johnny J. Jones Exposition at Fort Edmonton Park reopens in spring 2021, we hope your name will be there too!**

The Fort Edmonton Foundation invites you to share in the excitement by associating your name with the entire midway facility, or with one or more of the elements including the games, rides and exhibits. Please browse through the following pages to see the selection of many appealing opportunities.

Beyond this, we are also offering naming opportunities in other areas of the Park, including the Indigenous Peoples Experience or future expansion of Hotel Selkirk. We are certain there is an area for you to put your mark on the Park!

Naming opportunities last for 10 years from the time of official unveiling and name placement. Appropriate signage is placed in proximity to the item named as our thanks and acknowledgement of the donor's generosity toward this community legacy project.



# NAMING OPPORTUNITIES

Over \$100,000



## New Event Tent

\$250,000

Built as a home for both private and public events, the new event tent features 3,800 square feet of open space for every type of event imaginable. Ventilated for the warmer months and heated for cooler days, this three-season, fully serviced food and beverage space is built for versatility, so let your imagination run wild!



## Cabinet of Curios

\$250,000

Featuring recreation of some of the world's greatest oddities known to early 20th century man, a trip through the Cabinet of Curios will both shock and amaze you.



## Fun House

\$150,000

The whole family will enjoy this delightful glimpse of the past. With mirrors everywhere, a rolling barrel, double slides and more, your children and grandchildren will be in awe, just like children would have been one-hundred years ago!



### **Carnival Maze**

**\$150,000**

Be the first to make it through to the center of the maze and win the challenge. Don't forget about the family photo opportunities with the beautiful historic cutouts along the way!



### **Exhibits Building**

**\$100,000**

Wander in to browse the carousel display, and you'll find yourself peering into the magical workshop of carvers who built the carousel and kiddie rides. The carver's work is far from over as they continue to refurbish, repair, and create new animals from scratch.



### **Ferris Wheel**

**\$150,000**

Brand new and still historically accurate, the new 16 seat Ferris wheel is almost twice the size of the old one. Take a ride you'll never forget and experience a view of Edmonton like no other.





## Carousel

\$100,000

*Committed to Dianne and Irving Kipnes Foundation*

Finished in 2006 following 6 years of volunteer efforts, this iconic ride is identical to the one your great grandparents enjoyed every summer.

Supported By



THE DIANNE &  
IRVING KIPNES  
FOUNDATION



## Chair-O-Plane

\$100,000

Seats at \$2,000 each

Meticulously refurbished in 2014, the Chair-O-Plane was the closest experience to flight that the exhibition industry could offer its patrons a hundred years ago. So successful way back then, that the Chair-O-Plane is still offered to fairgoers today. Some thrills never change!

## Naming Opportunities: Juvenile Rides



## The Bug Ride

\$50,000

The Bug Ride is one of two kiddie rides. It is operated by hand using a large hand crank in the center of the ride. A perfect 1920's experience for the little ones, featuring cute little bugs.







### **The Menagerie Carousel**

\$50,000

The beautiful Menagerie Carousel is the second kiddie ride, featuring carved horses and other animals to delight the youngest riders. It is also hand cranked for an authentic 1920's experience.

## **Naming Opportunities: Games Alley**



### **Shooting Gallery**

\$50,000

Player station \$2,000 each

The classic shooting gallery returns to Edmonton with prizes for the best shooters.



### **Clowning Around (Water Pistols)**

\$50,000

Player station \$2,000 each

Players take aim with classic water pistol fun!



### Roll-A-Ball Derby

\$50,000

Player station \$2,000 each

Pick a horse and play until she wins! Prizes for the best!



### Punk Doll

\$50,000

Player station \$2,000 each

Throw a ball! Hit a doll! There are plenty of prizes to be won.



### Fish Pond

\$50,000

Player station \$2,000 each

Go Fishing. You never know what you'll get.





### **Hoop-La**

\$50,000

Player station \$2,000 each

Throw in your ringer. See if it hoops!  
Win a prize!



### **Skee-Ball**

\$50,000

Player station \$2,000 each

Roll the ball (just like bowling)! Rack up some  
points! Win a prize!



### **Treasure Trove**

\$50,000

Stocked with hundreds of prizes for the gamers to  
collect upon winning!





**Multipurpose Room**

\$50,000

Available for private midway parties for all your special occasions.



**High Striker**

\$50,000

Hit that sledgehammer good and hard. Ring the bell! Win a prize!

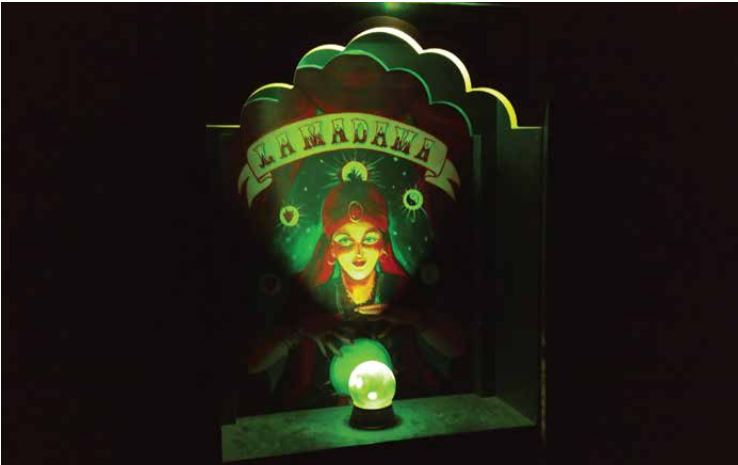
**Inside the Cabinet of Curios**

The Cabinet of Curios contains attractions that are adaptations / recreations of typical 1920s punks and tricks from Midway shows. Some are designed to accommodate both mannequins and live performers such as Spidora and the Werewolf. Guests will proceed through the maze tricks, up the stairs and down the slide.



**Two Headed Chicken**

\$10,000



**Fortune Teller**

\$10,000





**Spidora**  
\$10,000



**Feejee Mermaid**  
\$10,000



**Wolfman**  
\$10,000



**Electric Chair**  
\$10,000





**Decapitation Table**  
\$10,000



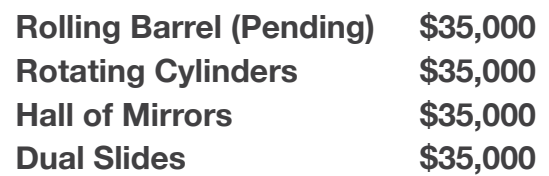
**Clown Head**  
\$10,000



**Medusa**  
\$10,000



**Twisting Slide**  
\$25,000







# OTHER NAMING OPPORTUNITIES

We are also pleased to offer naming opportunities in the other exciting features of the Fort Edmonton Park expansion



**FRONT ENTRANCE AND  
GUEST SERVICES PLAZA**



**INDIGENOUS PEOPLES  
EXPERIENCE**



**HOTEL SELKIRK: WINDSOR  
AND ALBION BLOCKS**

## Naming Opportunities and Donor Recognition Conditions

- All naming opportunities are subject to Fort Edmonton Foundation approval. Facility naming is subject to City Council approval.
- Gift agreements will be established to ensure proper stewardship of the gift.
- Terms and dates of the naming opportunity will be outlined in a donor agreement.
- Donor recognition will incorporate donor information where possible; limitations and exclusions may be applicable for streetscapes and in areas requiring historical accuracy.
- Each case is unique; inquiries are welcome. Together we can plan to suit your needs.
- Naming opportunities last for 10 years from the time of official unveiling & name placement.
- Projects that are part of the “in- time” experience within the park may be exempt or be limited in scope for naming visibility. In-time refers to any project or part of a project that is part of the historical streetscape of the park or interpreted as historically accurate.
- Major gifts/pledges made early in the campaign will be given priority.

## Inquiries

We are happy to provide you more information about any of the projects and locations available for naming. Please contact us!

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