



**FORT
EDMONTON
FOUNDATION**

FORT EDMONTON PARK ENHANCEMENT PROJECT

**NAMING OPPORTUNITIES WITHIN THE
JOHNNY J. JONES MIDWAY**



PUT YOUR MARK ON THE PARK

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. Edmontonians highly anticipated it 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**. The historical midway was a gift to Edmontonians and enhanced the Park's 1920 streetscape with a replica of the original Carousel featuring hand-carved and painted horses lovingly handcrafted by volunteer carvers.

In July 2021, Fort Edmonton Park reopened after undergoing a massive renovation. The midway has expanded to twice its size with more attractions, including a larger Ferris wheel, life-size wooden maze, Cabinet of Curios, and many other enhancements. 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.

Share in the excitement of the midway at Fort Edmonton Park by associating your name with the entire exhibition, a ride, game, or attraction. Please browse through the following pages containing many naming opportunities.

JOHNNY J. JONES MIDWAY

NAMING OF FACILITY - \$1,000,000



The 1920s-style Johnny J. Jones Exposition invites visitors to walk through the gate and step into an interactive, fun-filled experience of visiting a carnival 100 years ago. The Midway features a Ferris wheel, carousel, and vintage rides that children and the young-at-heart can enjoy! There is a life-size wooden maze, games alley, funhouse, and a much-acclaimed Cabinet of Curios exhibit. Food and beverages are available throughout the Midway. There are many event spaces, including the event tent, exhibits building, and large outdoor picnic areas. Businesses, groups, and individuals can rent the entire Midway for public or private events.

The Fort Edmonton Foundation invites you to share in the excitement by associating your name and brand with the entire Midway facility and be aligned with a fun-filled historical carnival experience enjoyed by all ages.

JOHNNY J. JONES MIDWAY

NAMING OPPORTUNITIES: \$100,000-\$250,000



Event Tent \$250,000

Built as a home for both private and public events, the 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.



Cabinet of Curios \$250,000

The Cabinet of Curios exhibit features reproductions of some of the world's greatest oddities known to early 20th century man. A trip through this customized side show reveals screams, tricks and other cool effects.



Fun House \$150,000

The 'O-Laff-O' Fun House is a family favourite featuring delightful glimpses of what fun houses were like in the past. Inside are silly mirrors, double slides, and a rolling barrel. Fun for everyone from young to the young-at-heart!



Carnival Maze **\$150,000**

Get lost in the twists and turns of the giant outdoor maze. Featuring a complex series of twists, turns and dead ends, every pass is new adventure for all ages. There are many spots for fun photo opportunities too.



Ferris Wheel **\$150,000**

The 16-seat, 1920's style Ferris Wheel is historically accurate to what was found in the Johnny J. Jones Midway a century ago. Riders soar high into the sky and experience a birds-eye view of Fort Edmonton Park.



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 that are found within the Midway. The carver's work is far from over as they continue to refurbish, repair, and create new animal rides from scratch.





Carousel
\$100,000
Committed to
Dianne and Irving Kipnes
Foundation

Supported By



THE DIANNE &
IRVING KIPNES
FOUNDATION

In the 1920s, the carousel was the heart of the Johnny J. Jones Midway, gathering people of all ages to watch the fun and wait for their turn to ride a painted horse. The carousel at Fort Edmonton Park's Midway is a replica that was hand-carved and hand-painted by volunteers. It took six years and over 50,000 hours to recreate!



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!

Seats named for:

Greg Greenough and Family (3)
Jim Greenough

NAMING OPPORTUNITIES FOR KIDDIE RIDES: \$50,000



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. The little ones will let their imaginations be free when they ride in the cute little bugs while experiencing what rides were like back in the 'olden-days.'



The Menagerie Carousel

\$50,000

The beautiful Menagerie Carousel is the second kiddie ride found in the Midway, featuring carved horses and other animals to delight young children. It is also hand-cranked giving an authentic 1920's ride experience.

NAMING OPPORTUNITIES FOR GAMES ALLEY: \$2,000-\$50,000



Shooting Gallery

\$50,000

Player station \$2,000 each / 5 available

A Midway isn't complete unless there is a classic shooting gallery! Full of character and fun, players take aim and test their skills to hit the targets.

Player stations named for:

- CKB Construction*
- Grace Kallal*
- Diana Wiebe*



Clowning Around (Water Pistols)

\$50,000

Player station \$2,000 each / 5 available

Kids and adults all want to get in on the exciting action of this carnival classic. Players take aim and squirt their water pistols. First clown to the top wins!

Player stations named for:

- Jim Greenough*
- Claire Tryhuba*
- Michael Tryhuba*



Roll-A-Ball Derby

\$50,000

Player station \$2,000 each / 4 available

The Roll-A-Ball Derby is simple game play fun for all ages. Cue the nostalgia with this classic carnival game where players roll the ball to trot, gallop or race their horse to the finish line.

Player stations named for:

*Jordan Dew
Richard and Anna Fahrion (2)
Peter Flynn*



Punk Doll

\$50,000

Player station \$2,000 each / 4 available

This reproduction of a classic carnival game invites players of all ages to throw the ball and knock down the dolls. Once found in carnival and circus midways around North America, the Punk Doll game is a reminder of early days when carnival barkers would call out “throw a ball...hit a doll...knockem down and win a prize!”



Fish Pond

\$50,000

Player station \$2,000 each / 4 available

Hook a fish for a sea of prizes. The colourful and cute fish pond game has been around for over a century, challenging participants to maneuver the fishing pole and it's magnet to catch the fish. You never know what you'll get!



Hoop-La

\$50,000

Player station \$2,000 each / 3 available

This classic carnival game invites players to throw a ring and loop it on a bottle neck to win a prize!



Skee-Ball

\$50,000

Player station \$2,000 each / 2 available

Skee-Ball has been around for over a century! Players roll balls up a sloping, table-sized ramp, attempting to score points by making them drop into slots in a target.

Player station named for:

Cutting Edge Landscaping Ltd.



Treasure Trove

\$50,000

The Treasure Trove is stocked with hundreds of prizes for the gamers to collect when they win!



High Striker

\$50,000

High striker has been around for over a century! Players are invited to test their strength by swinging the sledgehammer to hit the target and ring the bell!



NAMING OPPORTUNITIES - INSIDE THE CABINET OF CURIOS

\$10,000-\$25,000

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



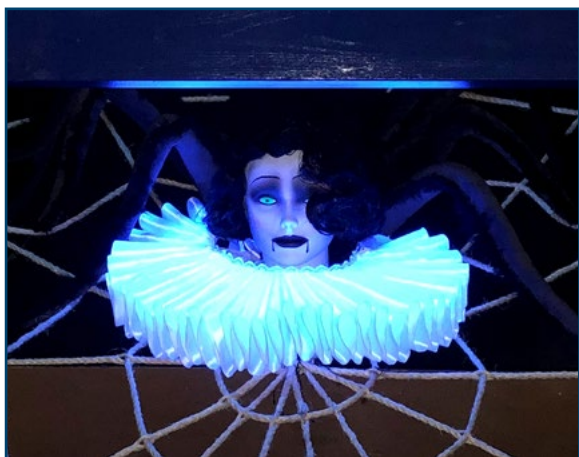
Feejee Mermaid
\$10,000



Fortune Teller
\$10,000



Wolfman
\$10,000



Spidora
\$10,000



Electric Chair
\$10,000



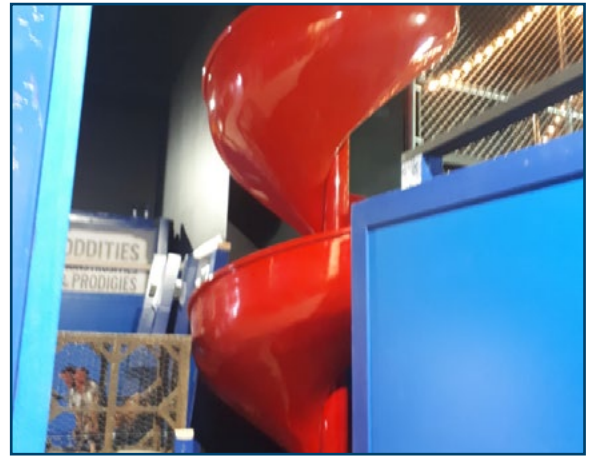
Decapitation Table
\$10,000



Clown Head
\$10,000



Medusa
\$10,000



Twisting Slide
\$25,000

NAMING OPPORTUNITIES INSIDE THE FUN HOUSE: \$35,000



- Rolling Barrel (Pending)** \$35,000
- Rotating Cylinders** \$35,000
- Hall of Mirrors** \$35,000
- Dual Slides** \$35,000

OTHER NAMING OPPORTUNITIES

Attractions and Features within Fort Edmonton Park



Front Entry Plaza and Guest Services



Indigenous Peoples Experience

In addition to the naming opportunities in the Johnny J. Jones Midway, the Fort Edmonton Foundation is pleased to offer naming opportunities at Fort Edmonton Park including the Front Entry Plaza and Guest Services Area, and the Indigenous Peoples Experience. If you are interested, we can provide you with a list of opportunities that are currently available.

Conditions for Naming Opportunities and Donor Recognition

- All naming opportunities are subject to approval from the Fort Edmonton Foundation and Fort Edmonton Park Management Company. Facility naming is subject to approval from the City of Edmonton Council.
- 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, and inquiries for customization are welcome. We can work together to create a plan to suit your needs.
- Naming opportunities last for ten (10) years from the time of official unveiling and 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 and pledges made early in the campaign will be given priority.

The Fort Edmonton Foundation is pleased to provide you with more information about any projects and locations available for naming. We can also provide you with a tour of the available naming locations.

Please contact:

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