

2024 SALMON ARM FAIR SPONSORSHIP PACKET





2024 SALMON ARM FAIR SPONSOR BENEFITS

Enjoy "Timeless Traditions" with us and let us help you build a sponsorship that's worth it to you.

Benefits:

Reach wide demographics, from teens to young families, to adults and senior citizens.

- Position your business as a community leader by showing your support of a much-loved annual tradition - since 1897!
- Reinforce your name in the community; reach newcomers to our community
- Host an event for your company

We offer a wide range of sponsorship options:

Fair "Sponsor of the Day"

Sponsorship of specific attractions or stages

Sponsorship of specific building and events

On-site visibility through signs at an attraction or event

Advertising on our website, radio, newspaper and social media

By sponsoring the Salmon Arm Fair, you're not only supporting a beloved community event but also investing in the growth of your business - don't miss out on this opportunity!

2024 SALMON ARM FAIR August 23-25, 2024

FAIR TITLE SPONSOR

\$12,000.00

- Top Sponsorship of the Fair: “Salmon Arm Fair presented by *Your Company Name*”
- 6 Banners hung strategically around Fairgrounds - 4 - 4' x 6' and 2 - 4' x 4' Banners supplied by Fair Board Posted for the duration of the Fair. Artwork is supplied by the Sponsor
- Premium publicity in Fair Advertising
- Full-page ad in Online Fair Program
- Logo on all advertising
- Mentions & promotions on all social media platforms
- [40] Announcements per day over mainstage PA System throughout Fair weekend and during Special Entertainment.
- [40] Complimentary one day admissions
- [10] Complimentary family one day admissions
- [15] Unlimited Ride Wristbands
- [2] 10' x 10' or [1] 10' x 20' vendor booth space in Vendor Alley to promote your business
- Sponsor logo with a link to sponsor website posted on the homepage of salmonarmfair.com



\$5,000.00

OPENING DAY SPONSOR

Banner Signage at all 3 gates

Sponsor of the Day featured in Day Sheet

Logo link on Fair website

10 x 20 booth space

20-Voice of the Fair Announcements

Radio, Social Media & Newspaper
advertising

[30] Complimentary one day admissions

[10] One Day Unlimited Ride Passes



\$5,000.00

SATURDAY SPONSOR

Banner Signage at all 3 gates

Sponsor of the Day featured in Day Sheet

Logo link on Fair website

10 x 20 booth space

20-Voice of the Fair Announcements

Radio, Social Media & Newspaper
advertising

[30] Complimentary one day admissions

[10] One Day Unlimited Ride Passes



\$5,000.00

SUNDAY SPONSOR

Banner Signage at all 3 gates
Sponsor of the Day featured in Day Sheet
Logo link on Fair website
10 x 20 booth space
20-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
[30] Complimentary one day admissions
[10] One Day Unlimited Ride Passes



\$5,000.00

SUPERDOGS SPONSOR

Banner Signage at key locations
Meet n' Greet station
Sponsor featured in Day Sheet
Logo link on Fair website
10 x 10 booth space
30-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
[30] Complimentary one day admissions
[10] One Day Unlimited Ride Passes



\$5,000.00

GLOBAL FMX SPONSOR

- Banner Signage at Grandstand entrances
- Meet n' Greet station
- Sponsor featured in Day Sheet
- Logo link on Fair website
- 10 x 10 booth space
- 30-Voice of the Fair Announcements
- Radio, Social Media & Newspaper advertising
- [30] Complimentary one day admissions
- [10] One Day Unlimited Ride Passes

GLOBAL FMX
**Freestyle
Motocross**



\$5,000.00

THE BARNYARD SPONSOR

Banner Signage at all 3 gate entrances
Sponsor featured in Day Sheet
Logo link on Fair website
10 x 10 booth space
30-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
[30] Complimentary one day admissions
[10] One Day Unlimited Ride Passes



\$3,500.00

THE HUB SPONSOR

Banner signage position at entrance
Sponsor logo featured in Day Sheet
Logo link on Fair website
30-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage on grounds
[20] Complimentary one day admissions
[5] One Day Unlimited Ride Passes



FRIDAY NIGHT ENTERTAINMENT SPONSOR

Signage position at gate entrances
Sponsor logo featured in Day Sheet
Logo link on Fair website
30-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage on grounds
[20] Complimentary one day admissions
[5] One Day Unlimited Ride Passes

\$3,500.00



SATURDAY NIGHT ENTERTAINMENT SPONSOR

\$3,500.00

Signage position at gate entrances

Sponsor logo featured in Day Sheet

Logo link on Fair website

30-Voice of the Fair Announcements

Radio, Social Media & Newspaper advertising

Directional signage on grounds

[20] Complimentary one day admissions

[5] One Day Unlimited Ride Passes



\$3,500.00

TITLE PARADE SPONSOR

Signage position at gate entrances
Sponsor logo featured in Day Sheet
Logo link on Fair website
30-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage on grounds
Float winners display area
[20] Complimentary one day admissions
[5] One Day Unlimited Ride Passes



SUNDAY ENTERTAINMENT SPONSOR

\$2,500.00

Banner signage position at front of stage

Sponsor logo featured in Day Sheet

Logo link on Fair website

25-Voice of the Fair Announcements

Radio, Social Media & Newspaper advertising

[15] Complimentary one day admissions

[4] One Day Unlimited Ride Passes



\$2,500.00

WRISTBAND SPONSOR

Name on all wristbands
Sponsor logo featured in Day Sheet
Logo link on Fair website
20-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Banner at entrances
[15] Complimentary one day admissions
[4] One Day Unlimited Ride Passes



EXCLUSIVE MAIN STAGE SPONSOR

\$2,500.00

Banner signage position at front of stage
Sponsor logo featured in Day Sheet
Logo link on Fair website
25-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
[15] Complimentary one day admissions
[4] One Day Unlimited Ride Passes



COURTESY CART SPONSOR

\$2,500.00

Company banner on each cart
2-3 Branded tents as pick up sites
Logo link on Fair website
20-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage on grounds
[15] Complimentary one day admissions
[5] One Day Unlimited Ride Passes



\$2,500.00

EXHIBITOR HANDBOOK SPONSOR

Company name and logo on each department page of online exhibitor handbook

Logo link on Fair website

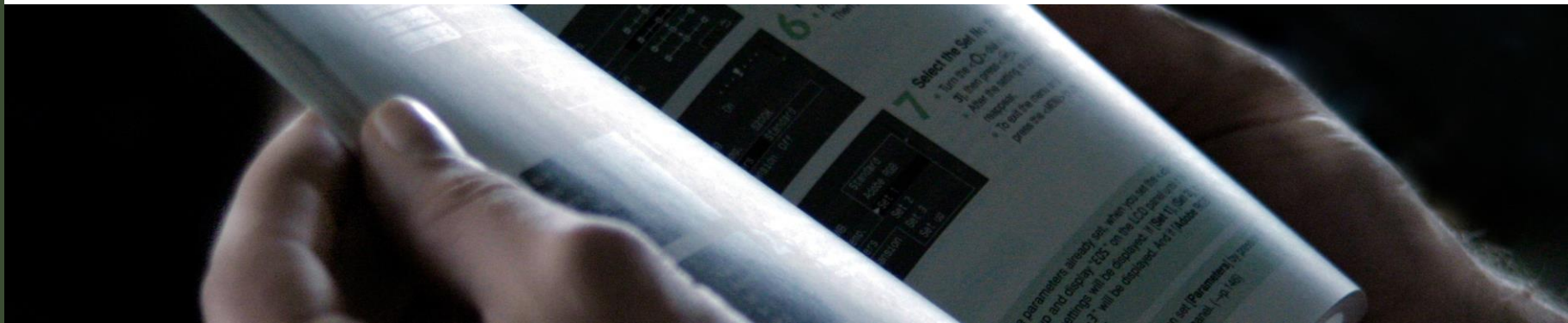
20-Voice of the Fair Announcements

Radio, Social Media & Newspaper advertising

Directional signage on grounds

[15] Complimentary one day admissions

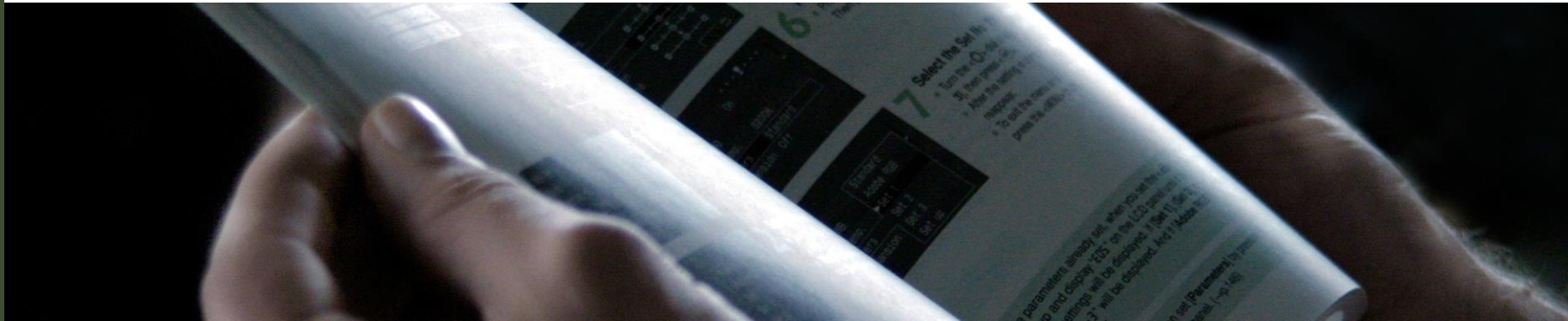
[4] One Day Unlimited Ride Passes



\$2,000.00

VOLUNTEER SPONSOR

Company banner and/or tent at Volunteer Station
Logo link on Fair website
20-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage on grounds
[15] Complimentary one day admissions
[4] One Day Unlimited Ride Passes
Fee can be Value in Kind



\$1,500.00

DAYSHEET SPONSOR

Company name and logo on 5,000 day sheets
Logo link on Fair website
20-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage on grounds
[10] Complimentary one day admissions
[2] One Day Unlimited Ride Passes

SEPTEMBER 9, 2023

9:00 pm GATES OPEN: South Grounds 9:00 am - Midnight

PARADE DAY!! Starts at 10:15am
day for SASCU Members!

NORTH GROUNDS

Stage • Home Hardware Kids Zone • Goats
Main Arm GM • Outside Marketplace • Sheep
(19+) • 4H Dogs • Volunteer Tent
Tent • Alpacas

DANCE STUDIO

Buckerfield's Project Grow -
Food Security Series

Photo Booth

Photography

ARTISAN

Flowering Wheelbarrows

Master Gardeners

'C' BUILDING CONTINUED

• Honey
• Rabbits/Cavies
• Sheep to Shawl
• Fleeces
• Spinning, Weaving & Felting
• Knitting & Crocheting
• Field Crops
• 4H Education Boards
• Clowstrubs

SUNDAY - SEPTEMBER 10, 2023

GATES OPEN: North Grounds 9:00 am - 5:00 pm GATES OPEN: South Grounds 9:00 am - 5:00 pm

ASKEW'S FOODS Presents SUNDAY FAMILY DAY!!
Seniors Get In FREE & A Family Pass is 50% OFF!! (Online Purchase Only)

NORTH GROUNDS

• Main Gate • RBC Main Stage • Home Hardware Kids Zone • Goats
• 'A' Building (Arena) • Salmon Arm GM • Outside Marketplace • Sheep
• 'B' Building (Dance Studio) • The HUB (19+) • 4H Dogs • Volunteer Tent
• 'C' Building (Artisan) • Food Court • Alpacas

'A' BUILDING (Arena)

• Marketplace
• LEGO
• Fruits
• Vegetables
• Arts & Crafts
• Textiles & Quilts
• Baking & Canning
• Wine, Beer & Cider

'B' BUILDING (Dance Studio)

• Buckerfield's Project Grow -
Food Security Series
• Photo Booth
• Photography

'C' BUILDING (Artisan)

• Flowering Wheelbarrows
• Flowers
• Master Gardeners

'C' BUILDING CONTINUED

• Honey
• Rabbits/Cavies
• Sheep to Shawl
• Fleeces
• Spinning, Weaving & Felting
• Knitting & Crocheting
• Field Crops
• 4H Education Boards
• Clowstrubs



\$1,500.00

KIDS WORLD SPONSOR

Signage position at Kids World entrances
Sponsor logo featured in Day Sheet
Logo link on Fair website
20-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage with logo on grounds
[10] Complimentary one day admissions
[2] One Day Unlimited Ride Passes



\$1,250.00

GATE SPONSOR

3 AVAILABLE

Company name and logo at one gate

Logo link on Fair website

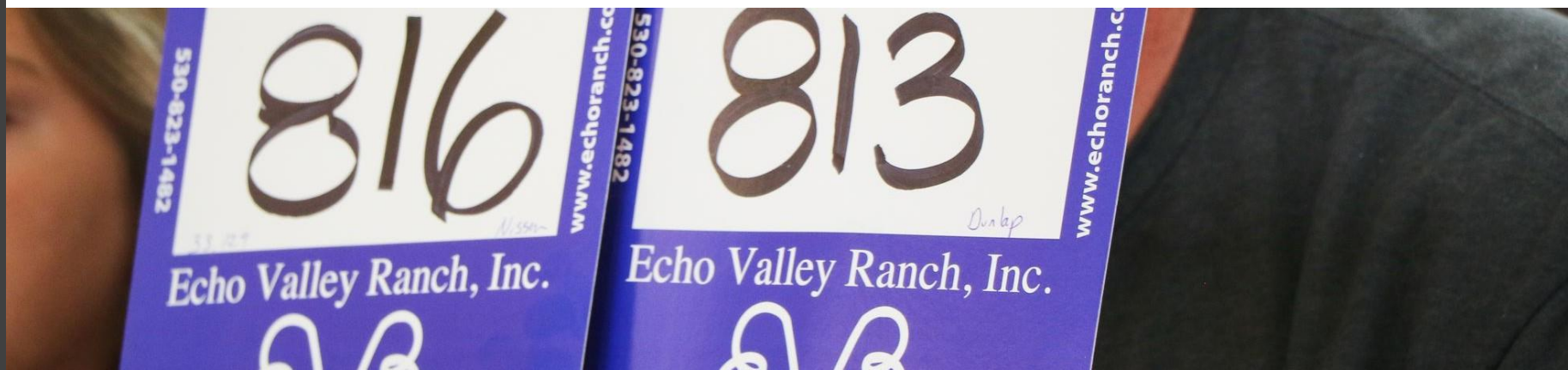
10-Voice of the Fair Announcements

Radio, Social Media & Newspaper advertising

Directional signage on grounds

[8] Complimentary one day admissions

[2] One Day Unlimited Ride Passes



\$1,000.00

FAIR MIDWAY SPONSOR

Company name and logo at Midway entrance
Logo link on Fair website
10-Voice of the Fair Announcements
Radio, Social Media & Newspaper advertising
Directional signage on grounds
[6] Complimentary one day admissions
[2] One Day Unlimited Ride Passes



\$1,000.00

BUILDING SPONSOR

5 AVAILABLE

Company banner at building entrance(s)
Logo link on Fair website
[6] Complimentary one day admissions
[2] One Day Unlimited Ride Passes



\$1,000.00

FOOD COURT SPONSOR

- Company banner at Food Court entrance(s)
- Logo link on Fair website
- Directional signage on grounds
- [6] Complimentary one day admissions
- [2] One Day Unlimited Ride Passes



\$500.00

BANNER SPONSOR

3x6 MAX

Banner positioned at high traffic areas
Logo link on Fair website
4 Complimentary one day admissions

