

Salmon Arm  
**Winter**  
Fun Fest

**2023 Sponsorship  
Opportunities**  
February 18<sup>th</sup> & 19<sup>th</sup>, 2023





# WE CAN'T DO IT WITHOUT YOU...

Salmon Arm is a city full of people who want to, and know how to, have fun. A city with talented visionaries, artists and doers; people who will follow their passions and dreams and share them on a large scale with communities who love to experience them and whose lives and families are enriched by them.

We are a community-based festival — we rely on funders, sponsors and supporters, as well as an array of volunteers, to build the Winter Fun Fest each year and deliver innovative and entertaining festival events. It is our hope that the Salmon Arm Winter Fun Fest can continue and grow for years to come and to do that, we need the support of our business community.

Our sponsors are our financial backbone — without the donations, in-kind support and individual contributions of time and resources, we couldn't do what we do. Every gesture counts, and we really value every gesture of support.

As a sponsor, you are part of the coolest event in the Shuswap, and you and your business are recognized as a key partner — at the event site, on our website and in all the promotion we do. Your name and logo get loads of recognition from the Salmon Arm residents, families, and all the other cool cats who come to the festival site to celebrate the best of winter and Family Day weekend. In addition to the recognition, we aim to provide an array of perks to show our huge appreciation for your support.

We have grouped some activities for sponsorship, such as Family Games and On the Stage, while other individual activities are listed separately. There will be lots to see and do all day long for our guests.

If you would like to join our family of supporters and take an active part in supporting the festival, please get in touch, we'd love to hear from you. Thanks to all our wonderful sponsors for your generous support!

For more information, please get in touch with Jim at [fair@salmonarmfair.com](mailto:fair@salmonarmfair.com)



# Live Entertainment Schedule

## SATURDAY, 18<sup>FEB</sup>

### GREEN ROOM

10:00 am – 11:00 am

**KIKI THE ECO ELF**

11:00 am – Noon

**BLU AND KELLY HOPKINS**

12:00 pm – 1:00 pm

**HAT TRICK BAND**

1:00 pm – 3:00 pm

**KIKI THE ECO ELF**

3:00 pm – 4:00 pm

**IN MY ORANGE KITCHEN-  
UKULELE**

4:00 pm – 5:00 pm

**SHUSWAP PIPES AND DRUMS**

6:00 pm – 7:00 pm

**FIRE SCULPTURE BURN**

7:00 pm – 8:00 pm

**KENTHEN H. THOMAS**

Master Indigenous Story Teller

7:15 pm – 8:00 pm

## SUNDAY, 19<sup>FEB</sup>

### GREEN ROOM

10:00 am – 11:00 am

**KIKI THE ECO ELF**

11:00 am – Noon

**SHUSWAP DANCE CENTRE**

12:00 pm – 1:00 pm

**HAT TRICK BAND**

1:00 pm – 3:00 pm

**KIKI THE ECO ELF**

3:00 pm – 4:00 pm

**THE CANOE ROCKERS**

4:00 pm – 5:00 pm

**BLU AND KELLY HOPKINS**

5:00 pm – 6:00 pm

TBD 6:00 pm – 7:00 pm

**FIRE SCULPTURE BURN**

7:00 pm – 8:00 pm

**KENTHEN H. THOMAS**

Master Indigenous Story Teller

7:15 pm – 8:00 pm

**SNOW. MUCH. FUN. in SALMON ARM**  
**February 18<sup>th</sup> & 19<sup>th</sup> 2023**

## SATURDAY, FEBRUARY 18, 2023

- 10:00 am - 8:00 pm **Winter Fun Fest Marketplace and Food Court—Enjoy a meal and Shop**
- 10:00 am – 8:00 pm **Live entertainment on the Stage** (North Fairgrounds)
- 10:00 am - 4:00 pm **Community Croquet & Golf Build-an-Obstacle Contest** (North Fairgrounds)
- 10:00 am - 4:00 pm **Face Painting by Christine** (North Fairgrounds)
- 10:00 am - 4:00 pm **Balloon Art by Maggie** (North Fairgrounds)
- 11:00 am - 5:00 pm **Kiki the Eco Elf** (North Fairgrounds)
- 10:00 am - 4:00 pm **Snow Sculptures** (North Fairgrounds)
- 11:00 am **Fun Fest Kickball** (North Fairgrounds, Drop in)
- 11:30 am **Ice Cream Eating Contest** (North Fairgrounds, Registration 10:00-11:00- limit 10.)
- 12:00 pm **Frozen Sun Catcher Contest** -- People Choice award (Winners announced Sunday 4pm)
- 12:30 pm **Little Ladies Fry Pan Toss** -- For Girls 6-17 (North Fairgrounds, Registration 11:00-12:00)
- 1:00 pm **Ladies Fry Pan Toss** -- For Ladies 18 and Up (North Fairgrounds, Registration 11:00-12:30)
- 2:00 pm **Little Men's Frozen Boot Toss** -- For Boys 6-17 (North Fairgrounds, Registration 12:00-1:30)
- 2:30 pm **Men's Frozen Boot Toss** -- For Men 18 and up (North Fairgrounds, Registration 12:30-2:00)
- 3:00 pm **Best Decorated Snow Shovel Contest** -- prizes for People Choice award (North Fairgrounds, Shovel check-in at 2:30 pm)
- 4:00 pm **Hay Bale Toss**– Male, Female and age group (North Fairgrounds, Registration 2-3:30pm)
- 5:00 p.m. (roads closing at 4:00 pm) **Salmon Arm Winter Fun Fest Parade** (Fairgrounds, Downtown)
- 7:00 pm **Fire Sculpture Burn**, (North Fairgrounds)
- 7:15 pm **KENTHEN H. THOMAS** Master Indigenous Story Teller , (North Fairgrounds)

## SUNDAY, FEBRUARY 19, 2023

- 10:00 am - 8:00 pm **Winter Fun Fest Marketplace and Food Court—Enjoy a meal and Shop**
- 10:00 am – 8:00 pm **Live entertainment on the Stage** (North Fairgrounds)
- 10:00 am - 4:00 pm **Face Painting by Christine** (North Fairgrounds)
- 10:00 am - 4:00 pm **Balloon Art by Maggie** (North Fairgrounds)
- 11:00 am - 5:00 pm **Kiki the Eco Elf** (North Fairgrounds)
- 10:00 am - 4:00 pm **Snow Sculptures** (North Fairgrounds)
- 10:00 am - 3:00 pm **Snow Croquet** (North Fairgrounds)
- 11:30 am **Ice Cream Eating Contest** (North Fairgrounds, Registration 10:00-11:00. limit 10)
- 12:00 pm **Frozen Sun Catcher Contest** -- prizes for People Choice award (North Fairgrounds, Sun catcher check-in at 11:30 am)
- 12:30 pm **Little Ladies Fry Pan Toss** -- For Girls 6-17 (North Fairgrounds, Registration 11:00-12:00)
- 1:00 pm **Ladies Fry Pan Toss** -- For Ladies 18 and Up (North Fairgrounds, Registration 11:00-12:30)
- 2:00 pm **Little Men's Frozen Boot Toss** -- For Boys 6-17 (North Fairgrounds, Registration 12:00-1:30)
- 2:30 pm **Men's Frozen Boot Toss** -- For Men 18 and up (North Fairgrounds, Registration 12:30-2:00)
- 3:00 pm **Fun Fest Kickball** -- Co-ed Kids Snow Soccer (North Fairgrounds, Drop in)
- 4:00 pm **Hay Bale Toss**, (North Fairgrounds- Registration 2:00 -3:30 )
- 7:00 pm **Fire Sculpture Burn**, (North Fairgrounds)
- 7:15 pm **KENTHEN H. THOMAS** Master Indigenous Story Teller , (North Fairgrounds)

**Our festival thrives because of the generous support we receive** from businesses, community organizations, and private donors, who see the value in our community, family-oriented winter festival.

Thanks to our partners and in-kind contributors, we've been able to expand our events and activities, and draw more visitors to the park on the Family Day weekend in February.

## **What we provide:**

### **Snow Blizzard (\$1,000 +)**

- Exclusive Sponsorship of one listed event (first-come, first-serve)
- Logo and link on website Sponsor page
- Recognition in online Winter Fun Fest Event Program
- Logo on event banners
- Inclusion in all event social media posts
- Exclusive in social media promotion

### **Snow Storm (\$500 +)**

- Exclusive Sponsorship of one listed event (first-come, first-serve)
- Logo and link on website Sponsor page
- Recognition in online Winter Fun Fest Event Program
- Name on event banners
- Exclusive in social media promotion

### **Snow Flake (\$250 +)**

- Exclusive Sponsorship of one listed event (first-come, first-serve)
- Logo and link on website Sponsor page
- Recognition in online Winter Fun Fest Event Program
- Name on event banners

### **Community Supporter (under \$250)**

- Name and link on website Sponsor page
- Recognition in online Winter Fun Fest Event Program
- Name on event banners





## **SPONSORSHIP AGREEMENT**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### **SPONSORSHIP LEVEL**

\_\_\_\_\_ Snow Blizzard (\$1,500 and more)

\_\_\_\_\_ Snow Storm (\$500 and more)

\_\_\_\_\_ Snow Flake (\$250 and more)

\_\_\_\_\_ Community Supporter (under \$250)

### **PAYMENT TYPE**

\_\_\_\_\_ Cheque

\_\_\_\_\_ E-Transfer

\_\_\_\_\_ Credit card over the phone

\_\_\_\_\_ In-Kind Support

***NOTE: All sponsorship proceeds go toward event production including entertainment, operational and marketing expenses***

\$AMOUNT: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Please send your completed Sponsorship Agreement to: [fair@salmonarmfair.com](mailto:fair@salmonarmfair.com)  
Or mail to: Salmon Arm Fair 351 3<sup>rd</sup> St SW, Salmon Arm BC V1E 4N3