



Become a Corporate Sponsor

Are your customers residents of the Shuswap?

Corporate Sponsorship of the Salmon Arm Fair connects your products and services with this highly desirable audience. Reach people in their happy place – when they are most receptive- at their Salmon Arm Fair!

78%
of Salmon Arm Fair
guests reside in the
region

85%
Fairgoers are women
between the ages of 36 and 64
(Social Media Insights – 2021)

70%
were satisfied or
very satisfied with
their Fair experience

The Fair corporate sponsors receive highly valuable exposure and benefits, depending upon your level of support:

- Company name/logo in local and regional print, radio and social media buys
- Recognition in the Fair printed materials, website, and at events
- Complimentary tickets
- Special event benefits: complimentary tickets, pre-sale access, and exclusive events

Contact Jim McEwan to see how your business can benefit from a sponsorship with the Salmon Arm Fair.

In 2019, when we last hosted the Fair, more than 50 businesses and organizations supported The Fair in various ways:

- Corporate Sponsorship
- Advertising in our Program Book
- In-Kind Contributions

Customers favour companies who support community events:

A study by Performance Research demonstrated that 56% of consumers with an interest in fairs say they would “almost always” or “frequently” buy a product or service from a company that sponsors the local agricultural fair over one that does not.