



Vancouver Island Exhibition



Sponsorship Opportunities



## Join the Celebration of Our Community

Each year over 20,000 visitors from all over Vancouver Island and beyond pass through our gates for the Vancouver Island Exhibition. With a crowd of this size, there are endless possibilities for your brand to reach a broad range of demographics through a number of different opportunities.

*Showcase Your Brand, Increase Your Reach, Gain New Customers*

Increasing awareness is one of our main goals. From the time a visitor walks into our exhibition, we want them to immediately recognize our branding and feel the excitement of the fair. Your brand can be a part of the excitement.

Partnership at the Vancouver Island Exhibition begins with a shared commitment to our community.

With the kind generosity of community partners and sponsors the VIEx continues to produce good old fashioned family fun to the community for all to enjoy.

## Proud Members



*Rooted In Tradition,  
Growing for Tomorrow*



International Association of  
Fairs and Expositions

The Vancouver Island Exhibition ([www.viex.ca](http://www.viex.ca))  
[smccracken@viex.ca](mailto:smccracken@viex.ca)



# Sponsorship Opportunities

*Lots of options to fit your budget!*

As an official sponsor of the VIEx, your organization will have a tailored opportunity to interact with more than 20,000 Fairgoers. Whether your sponsorship is cash, in-kind, or media related, we want you to receive the benefits of official sponsorship status.

We will customize a benefits package to fit your needs and desires.

## Fair by The Numbers

Total Population: 99,863  
Medium Household Income: \$61,094  
Total Visible Minorities: 12,625  
Median Age: 45.2

### Population by Age Group

Under 10: 8,925  
11 - 18: 9,840  
19 - 30: 11,910  
31 - 40: 13,245  
41 - 50: 11,520  
51 - 60: 14,500  
Over 60: 27,000

*Statistics Canada Census  
Last Updated: April 2022*

- ◆ 20,000+ Fairgoers
- ◆ 35,000 copies of program
- ◆ Printed Marketing Materials
- ◆ 23,000 Overall Website Visits
- ◆ Social Media Impressions
- ◆ Multiple Media Partners
- ◆ Regular Facebook Posts
- ◆ Regular Instagram Posts

Paid Media Mix












30% Print - 30% Radio - 40% Social

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# Title Sponsorship












*(\$15,000 Cash and up)*

-  Presenting Recognition for one special event (ie. Main Stage or Superdogs)
-  2 - 4' X 8' signs at the Main Gates or Stage
-  Logo Inclusion on all Collateral Materials
-  35 One-day admission passes (additional passes may be purchased in advance for a discounted rate)
-  Minimum 10 Social Media Recognition posts throughout the year
-  Logo Placement on VIEx Website with link back to your site
-  Logo Placement on VIEx Website - Rotating Banner
-  Logo on Main Event Poster
-  Display your own Tent with Logo for use by the VIEx
-  20 Stage Emcee Announced - Short Ad Script to be read by Emcee
-  Sponsor Recognition Get-together



# Grand Champion Sponsorship









*(\$10,000 Cash)*

-  Presenting Recognition for one special event (ie. Main Stage or Superdogs)
-  1 - 4' X 8' signs at one Main Gate
-  Logo Inclusion on all Collateral Materials
-  20 One-day admission passes (additional passes may be purchased in advance for a discounted rate)
-  Minimum 8 Social Media Recognition posts throughout the year
-  Logo Placement on VIEx Website with link back to your site
-  Logo Placement on VIEx Website - Rotating Banner
-  Logo on Main Event Poster
-  Display your own Tent with Logo for use by the VIEx
-  10 Stage Emcee Announced - Short Ad Script to be read by Emcee
-  Sponsor Recognition Get-together



# Champion Sponsorship



















*(\$5,000 Cash)*

-  1 - 4' X 4' sign on the grounds
-  Logo Inclusion on all Collateral Materials
-  10 One-day admission passes (additional passes may be purchased in advance for a discounted rate)
-  Minimum 6 Social Media Recognition posts throughout the year
-  Logo Placement on VIEx Website - Rotating Banner
-  Display your own Tent with Logo for use by the VIEx
-  5 Stage Emcee Announced - Short Ad Script to be read by Emcee
-  Sponsor Recognition Get-together












# Sponsorship Opportunities - Financial

All Financial Sponsorship can be negotiated - The following is a base line only.

Benefits	Title (over \$15,000)	Grand Champion (\$10,000)	Champion (\$5,000)
Presenting recognition for one main event			
Logo Inclusion on Digital Collateral Materials			
Grounds Signage	2 - 4' X 8' at main gate	1 - 4' X 8' at 1 main gate	1 - 4' x 4' on grounds
One Day Admission Passes	30	20	10
Social Media Recognition (Posts per year)	10	8	6
Logo Placement on VIEx Website with link back to your site			
Logo Placement on VIEx Website Rotating Banner			
Logo on Main Event Poster			
Display your own Tent with Company Logo			
Stage Emcee Recognition	20 (Scripted Ad)	10 (Scripter Ad)	5 (Mentions)
Sponsor Appreciation Get-Together			

# Major Partner

*(\$5,000 and up Cash or In-Kind)*








-  1 - 4' X 8' sign on the grounds
-  Logo Inclusion on all Collateral Materials
-  10 One-day admission passes (additional passes may be purchased in advance for a discounted rate)
-  Minimum 6 Social Media Recognition posts throughout the year
-  Logo Placement on VIEx Website with Link back to your site
-  Logo Placement on VIEx Website - Rotating Banner
-  Display your own Tent with Logo for use by the VIEx
-  5 Stage Emcee Announced - Short Ad Script to be read by Emcee
-  Sponsor Recognition Get-together





# Platinum Partner

*(\$2,500 Cash or In-Kind)*

-  1 - 4' X 4' sign on the grounds
-  Logo Inclusion on all Collateral Materials
-  8 One-day admission passes (additional passes may be purchased in advance for a discounted rate)
-  Minimum 4 Social Media Recognition posts throughout the year
-  Logo Placement on VIEx Website - Rotating Banner
-  Display your own Tent with Logo for use by the VIEx
-  Sponsor Recognition Get-together



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# Gold Partner

*(\$1,000 Cash or In-Kind)*



1 - 2' X 4' sign on the grounds



6 One-day admission passes (additional passes may be purchased in advance for a discounted rate)



Minimum 2 Social Media Recognition posts throughout the year



VIEx Website Mention



Sponsor Recognition Get-Together



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[smccracken@viex.ca](mailto:smccracken@viex.ca)



# Silver Partner

*(\$500 Cash or In-Kind)*



4 One-day admission passes (additional passes may be purchased in advance for a discounted rate)



1 Social Media Mention



VIEx Website Mention



Sponsor Recognition Get-Together

# Friend of The Fair

*(\$100 Cash or In-Kind)*








2 One-day admission passes (additional passes may be purchased in advance for a discounted rate)



Sponsor Recognition Get-Together



# Sponsorship Opportunities - Financial & In-Kind

Benefits	Major \$5,000 +	Platinum \$2500	Gold \$1000	Silver \$500	Friend of The Fair \$100
Logo Inclusion on Digital Collateral Materials					
Grounds Signage	1 - 4' X 8' Sign	1 - 4' X 4' Sign	1 - 2' x 4' Sign		
One Day Admission Passes	10	8	6	4	2
Social Media Recognition (Posts per year)	6	4	2	1 Mention	
Logo Placement on VIEx Website with link back to your site					
Logo Placement on VIEx Website Rotating Banner					
Website Mention					
Display your own Tent with Company Logo					
Stage Emcee Recognition	5				
Sponsor Appreciation Get-Together		