



Sponsorship

Proposal Package

July 17 - 21, 2024

Westerner Days Fair & Exposition 2024 Sponsorship Proposal Package

Why Westerner Days?

Our annual Westerner Days Fair & Exposition is happening July 17 - 21. The fair is a vibrant celebration bursting with activities and excitement for everyone! We're proud of our roots and are excited to provide fun experiences for our guests. This year is bigger and better with more attractions and family fun. Check out the highlights waiting for you!

Kidventure! Bounce, explore, and giggle your way through a fun-packed day. A lively hub of excitement, offering live entertainment, and interactive experiences for families with children under 12.

Mosey on over to **Agventure** and immerse yourself in agriculture's heart. Westerner Days brings it to life with interactive displays, entertaining exhibits, and live animals, ensuring a fur-tastic time for everyone.

The Market - a vibrant space to chill and savour elevated food, live music, and lifestyle exhibits. Dive into over 100 exhibitors showcasing art, culture, and shopping for a unique experience!

Pull up a chair at the **Stockmens Industrial Pub**, where a cool 60ft-wide digital art exhibit sets the stage. Enjoy local music, grab a bite to eat, and explore fascinating industrial exhibits with a steampunk charm.

Take a stroll through the **Central Alberta Pavilion** - a celebration of the diverse makeup and rich history of Central Alberta and Westerner Park. Explore the region's history, defining who we are as a community.

The District! Formerly known as the Grub Hub. Excite your taste buds with an array of food truck cuisine. Quench your thirst with a refreshing beverage, groove to the beats of major headlining live musicians, and hit the dance floor.

Thrill-seekers, get ready for high-speed excitement with our thrilling rides! From kiddie rides for the little ones to games of skill and chance, **The Midway** adventure is tailored for everyone.

Hold on tight for a wild ride at the pony chuckwagon races! Witness the **North American Pony Chuckwagon Championships** featuring pony chuckwagons, chariots, and the Stars of Tomorrow.

Don't miss out on the excitement at Westerner Days - where fun, entertainment, and community spirit collide!

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Westerner Days 2023 by The Numbers

Here are some highlights from the 2023 Westerner Days Fair & Exposition!

59,000 ATTENDEES



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Get Involved Your Way!

Maximize your organization's visibility! Sponsor Westerner Days Fair and Exposition for a unique opportunity to reach a large Central Albertan audience. We have sponsorship packages tailor-made for you and your company. For inquiries about customized sponsor packages, contact Janice Shimek, Partnership and Sponsor Coordinator, at 403-309-0205 or jshimek@westernerpark.ca.

	Wild Rose Fair Pros \$20,001 - \$24,999	Hoedown Hero \$15,001 - \$20,000	Jamboree Backer \$10,001 - \$15,000	Saddle-Up Supporter \$5,000 - \$10,000	Friend of the Fair \$2,500 - \$4,999
Admission Passes					
Daily Admission Passes	45	35	25	15	10
Ride All Day Passes	10	10	4	2	
VIP Parking Passes	2	2	2		
Brand Recognition					
Pocket Guide	✓	✓	✓	✓	✓
Thank You Boards	✓	✓	✓	✓	✓
Guest Services Signage	✓	✓	✓	✓	✓
Fence Scrim	✓	✓	✓		
Digital Signage	✓	✓	✓		
*Sponsor Video	✓	✓	✓		
19 Street Digital Sign	✓	✓			
Social Media Recognition					
Welcome and post-fair "Thank You" social media post	✓	✓	✓	✓	✓
Posts made by Westerner Days and Westerner Park	✓	✓	✓	✓	
Shared social media stories during Westerner Days	✓	✓	✓	✓	
Added feature to Westerner Park email blasts	✓	✓	✓		
Pre-made social media reels to be posted and shared during Westerner Days	✓	✓	✓		
Out going press release	✓				
**Activations					
***Trade show booth	✓	✓			

*Videos vary in length with higher sponsor packages having more screen time.

**Activations are flexible and can be tailored to fit your goals.

***Subject to availability.

403.343.7800
westernerdays.ca

