



Dear Community Partner,

The Oliver & District Parks & Recreation department would like to invite your business or organization to be a partner in presenting the 2024 Oliver Roots & Fruits Expo taking place on a new weekend this year – June 20-23, 2024. On Thursday June 20 from 6:00-10:00pm the Parks & Recreation team will host the ever-popular “Rock and Roll Picnic” food and drink tasting event. This ticketed all-ages event is the major fundraiser for the Expo and will include the Top Dog gourmet hot dog competition and corn roast, beverage garden and live entertainment. The festival’s signature event, the Roots & Fruits Expo, will run from 11:00am-9:00pm on Sunday, June 23rd and will welcome families, couples and individuals of all ages to enjoy at no cost. We will support the development and promotion of other community events being offered over that 4-day period to activate additional locations and a wider variety of activities all under the Oliver Roots & Fruits Expo banner.

The Roots & Fruits Expo is a celebration of Oliver’s unique heritage and the incredible agricultural nature of the area featuring a full day of free family-friendly activities, exhibits and live entertainment in Community Park and on the community stage. Organizers want to bring families together to experience, learn about and taste what makes Oliver special in a fun, relaxed atmosphere. Organizers are currently seeking support from local sponsors to help with Main Stage and children’s stage entertainment as well as activities and exhibits during the Roots & Fruits Expo.

Being a sponsor of the Roots & Fruits Expo is a chance to give back to the local community, as well as advertise your organization or business by capturing the attention of thousands of Oliver & Area residents and visitors to our beautiful town. Thanks to the generous support of our sponsors, admission to the premier Sunday event has remained free to everyone, making it accessible for all to enjoy quality entertainment and learn about what Oliver has to offer. It also creates another reason for tourists to come and stay in the Oliver area for the weekend which benefits the overall business community. For all these reasons, your support is vital to the success of the 2024 Roots & Fruits Expo and future special events.

We hope to have all our funding partners in place as soon as possible in order to maximize the recognition we can give our sponsors through promotional print materials and signage leading up to the event. Thank you in advance for your consideration, please contact me for more information or to confirm your participation in the 2024 Expo.

Sincerely,
Carol Sheridan
Director of Recreation
Town of Oliver
250-498-4985 csheridan@oliver.ca



2024 OLIVER ROOTS & FRUITS EXPO PARTNERSHIP OPPORTUNITIES

TITLE SPONSORSHIP (\$4000): *In partnership with Oliver & District Parks & Recreation provide value of sponsorship in cash towards the further development and annual presentation of this cherished community event.*

- Business Name and Logo to appear at the top of event poster and all other printed and online materials and represented as the title sponsor (“Oliver Roots & Fruits Expo” presented by “your business” and Oliver & District Parks & Recreation”)
- Recognition of title sponsorship by your business during all media announcements including radio ads and interviews, social media, website, newspaper articles and ads and during event by the Emcees
- Logo to appear on Town of Oliver Recreation/Roots & Fruits Expo website
- Banner/flag to be displayed on stage during the event (to be provided by business)
- On-site presence either through a display or by having a representative on stage to officially open the Expo on Sunday June 23rd.
- 10 complimentary VIP tickets to the “Rock and Roll Picnic” event on Thursday, June 20

ENTERTAINMENT SPONSOR x 4 (\$2500.00): *Provide value of sponsorship in cash towards the presentation of main stage and on-site children’s entertainment. This sponsorship is essential to ensure a quality experience and the continued development of the festival.*

- Business Logo to appear on event poster and other printed and online materials.
- Logo to appear on Town of Oliver Recreation/Roots & Fruits Expo website
- Banner to be displayed on stage during the event (to be provided by business)
- Recognition of sponsorship before and after the entertainment during event by the Emcees
- Opportunity for a representative from your business on stage to introduce an entertainment act.
- 6 complimentary tickets to the “Rock and Roll Picnic” event on Thursday, June 20

MEDIA/PROMOTIONS SPONSOR x 2 (\$1000.00): *Provide sponsorship value in cash or in-kind towards the promotion of the Roots & Fruits Expo in the South Okanagan.*

- Business Logo to appear on event poster and other printed and online materials.
- Logo to appear on Town of Oliver Recreation/Roots & Fruits Expo website
- Banner to be displayed on site during the event (to be provided by business)
- Recognition of sponsorship during event by the Emcees
- 2 complimentary tickets to the “Rock and Roll Picnic” event on Thursday, June 20

ACTIVITY/EXHIBIT/PRODUCT SPONSOR (min \$250.00): *Provide sponsorship value in cash or in-kind towards product for the Rock & Roll Picnic or the installation of an agriculture or heritage based activity or exhibit at the Oliver Roots & Fruits Expo.*

- Business Logo to appear on printed materials for media and a social media special mention.
- Banner to be displayed on site during the event (to be provided by business)
- Recognition of sponsorship during event by the Emcees.