

SALMON ARM'S

YULETIDE VILLAGE



CREATED BY

FORAGE GENERAL

NOVEMBER 27-29

DOWNTOWN SALMON ARM, BC

SPONSORSHIP
PACKAGES



A Holiday Festival in the heart of beautiful downtown Salmon Arm.

November 27 to 29, 2026, Alexander Street and Downtown Salmon Arm will host three days of European-style Christmas magic - free for everyone.

The Yuletide Village was imagined in 2024 by Forage General, a local gift and flower shop. This year the festival becomes a community event, supported by Salmon Arm Tourism, Downtown Salmon Arm and the Salmon Arm Economic Development Society. The Forage team continues to lead the creative vision, in partnerships with the city and volunteers from across the community.

Your sponsorship helps make Yuletide Village a lasting winter tradition in Salmon Arm, and keeps it free for every family and individual to enjoy.



What's in the village:

- A curated selection of artisans, makers and local business booths
- Local breweries, distilleries, food and drink vendors
- Photos with Santa
- Fresh-cut Christmas trees from Pedro's Tree Farm
- The Après Ski Lounge, with fire pits and seating
- The Yuletide Cinema Lounge, screening holiday classics
- Letters to Santa, the Elves' Craft Corner and more for the kids

Why Sponsor

- Sponsor signage was seen by an estimated 7,500 atendees last year with even greater reach and attendance expected in 2026.
- Last year, in just 3 weeks (with no paid advertising), the social media campaign (featuring sponsor logos) reached over 50,000 views
- Coverage by CBC, Castanet, local newspapers & local radio
- An incredible way for your team to connect with each other and with the community in one of the most memborable events of the year.
- Your sponsorship means we can continue the tradition of this special event and keep it free to the community.









IMPACT

In its second year, Yuletide Village drew an estimated 7,500 attendees over two days - and the reach extended far beyond the street.

7,500	300K+	2,700+	4
VISITORS IN 2 DAYS	SOCIAL IMPRESSIONS (6X GROWTH)	SOCIAL INTERACTIONS (LIKES, COMMENTS, SHARES, SAVES)	REGIONAL & NATIONAL NEWS MEDIA OUTLETS COVERED THE EVENT

MEDIA OUTLETS THAT COVERED THE EVENT:
CBC, CASTANET, SALMON ARM OBSERVER, YAHOO NEWS CANADA

ON THE GROUND

Guests came from Vernon, Kamloops, Kelowna, Revelstoke and beyond. Afterward, Downtown Salmon Arm canvassed Alexander Street retailers — many reported their single highest sales day of the year. Street businesses gave unanimous support to expand the event.

ONLINE

Top social media posts pulled 20,000+ views each, and one giveaway alone sparked over 1,300 entries.

FEEDBACK

"I'VE BEEN ASKED BY OTHER MAYORS HOW I MADE IT HAPPEN. I DIDN'T DO ANYTHING — THIS IS LIKE A GIFT BEING GIVEN TO US."
MAYOR ALAN HARRISON, CITY OF SALMON ARM

FRESH OFF A TRIP TO QUEBEC CITY'S WORLD-FAMOUS CHRISTMAS MARKET, COUN. WALLACE RICHMOND ARRIVED HOME TO EXPERIENCE YULETIDE VILLAGE:

"WHAT STRUCK ME IS THAT THIS EVENT WAS AS GOOD OR BETTER — AND PEOPLE COME FROM ALL OVER THE WORLD FOR [QUEBEC CITY'S]."
COUN. LOUISE WALLACE RICHMOND, SALMON ARM CITY COUNCIL

LAST YEAR'S MAJOR SPONSORS

SALMONARM TOURISM

DOWNTOWN SALMONARM

CASTANET .net
Salmon Arm's Homepage

DRIVERS

W.H. LAIRD HOLDINGS LTD.

REDPOINT CONSTRUCTION

SASCU CREDIT UNION

SHUSWAP ORTHODONTICS
YOUR SMILE SPECIALIST.

ANVIL COFFEE COLLECTIVE

Ricochet BREW'NG AND Taphouse

NASH PLUMBING INC

mikro



Sponsorship Packages





SOLD

The Grand Yuletide Sponsor:

$20,000

Proudly presented by

SALMONARM
TOURISM

The Yuletide Hygge Sponsor:

$10,000 | 2 Spots

Hygge means warmth, comfort and togetherness. Put your name on one of the two gathering places at the heart of the village. **Choose one:**

- **The Après Ski Lounge:** fire pits, food, local craft beer and mulled wine. Where the village slows down.
- **The Yuletide Cinema Lounge**: a cozy family area screening vintage holiday classics, with blankets, seating and treats, hosted by your team. Includes the option to have a 10x10 tent and table for your business.

What you get:

- Exclusive naming rights: "The Après Ski Lounge, presented by [Your Business]"
- Logo on posters, village schedules, ads and entrance signage **(must be confirmed by Friday, Oct 30 for posters)**
- Logo in paid social campaigns and Salmar Grand Theatre pre-show ads **(must be confirmed by Friday, Oct 30)**
- A dedicated Instagram Post & Story feature on @TheYuletideVillage
- Logo on Community Sponsor Banner at event



The Santa Magic Sponsor:

$8,000 | 1 Spot

Help create one of the most magical moments of the Yuletide Village. Sponsor the Photos with Santa experience at Santa's Cabin, where families can visit Santa and capture a holiday memory to take home.

What you get:

- Exclusive naming recognition
- "Photos with Santa, presented by [Your Business]"
- Prominent "Presented by" signage at the Santa photo experience
- Logo on applicable village schedules, digital promotions and entrance signage
- Logo included in paid social campaigns promoting Photos with Santa
- A dedicated Instagram Post & Story feature on @TheYuletideVillage on Instagram
- Logo on Community Sponsor Banner at event
- Recognition in 'Photos with Santa' social content throughout the event



The Cozy Christmas Chalet Sponsor: $7,500 | 3 Spots

Sponsor one of our hand-built wooden chalets on Alexander Street. These are the stops every visitor lines up for.

Choose one chalet:

- Frosty's Cocoa Cafe
- Santa's Snack Shack
- The Après Ski Bar

What you get:

- A "Presented by [Your Business]" sign on a chalet
- Logo on posters, village schedules, ads and entrance signage (**must be confirmed by Friday, Oct 30 for posters**)
- Logo in paid social campaigns and Salmar Grand Theatre pre-show ads (**must be confirmed by Friday, Oct 30**)
- A dedicated Instagram Post & Story feature on @TheYuletideVillage
- Logo on Community Sponsor Banner at event

The Festive Village Moment Sponsor: $5,000 | 5 Spots

Be part of the moments families remember. These are the stations kids line up for and the spots parents photograph all weekend long.

Choose one:

- **The Giant Ornament:** the red ornament sculpture at the village entrance, visib[SOLD OUT]Highway 1
- **The Yuletide Glow Sponsor:** help us make the Yuletide Village glow. Your sponsorship supports the festive lighting and décor that transforms Alexander Street and the Village into a warm, welcoming holiday destination.
- **The Tinsel & Sparkle Booth:** hair tinsel, face painting and holiday sparkle
- **Letters to Santa:** a writing nook where kids write and mail their wish lists
- **The Elves' Craft Corner:** hands-on holiday crafts for kids and youth

What you get:

- A custom wooden "Presented by" sign built for your station
- Logo on posters, village schedules, ads and entrance signage **(must be confirmed by Friday, Oct 30 for posters)**
- Logo in paid social campaigns and Salmar Grand Theatre pre-show ads **(must be confirmed by Friday, Oct 30)**
- A dedicated Instagram Post & Story feature on @TheYuletideVillage
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The Fireside Sponsor: $500 | 4 Spots

Bring people together around the fire.

- Custom-branded wooden plaque on one of 4 fire pits
- Name on the Community Sponsors Banner and website
- Shoutout in our Community Sponsors thank-you posts @TheYuletideVillage

The Winter Warmth Sponsor: $400 | 6 Spots

Keep visitors warm throughout downtown.

- "Warmth Provided By [Your Business]" sign on one of six patio heaters
- Name on the Community Sponsors Banner and website
- Shoutout in our Community Sponsors thank-you posts @TheYuletideVillage

Let's Build Something Together

Don't see the right fit? We'd love to create an option that works for you and the village.

To be included in printed Posters & theatre ads sponsorship must be confirmed by Friday, October 30th.







PHOTO
ACTIVATIONS









APRE SKI LOUNGE

ARTISANS, LOCAL MAKERS & CHILDREN'S CRAFTS









SHOPPING & GIFTS







FOOD, SWEETS & BEVERAGES









THANK YOU!