



Steveston Salmon Festival Sponsorship

The 79th Steveston Salmon Festival is happening on July 1, 2026. Since 1945, this endearing family tradition has been celebrated by generations of people. Hundreds of volunteers come together to organize one of the largest non-profit Canada Day celebrations in the country!

What began as a “family sports day” to raise funds for a new children’s playground has grown into an event that now attracts over 80,000 people. Despite its growth, the philosophy remains the same: raising funds to support programming and projects in and around Steveston for the benefit of the whole community – children, youth, adults and seniors.

The daylong Festival program will include the Salmon Festival Parade, Salmon Bake, Chow Mein, Spirit of Steveston Zone featuring local live entertainment and an Adult Beverage area, Sammy’s Fun Zone and Salmon Run Youth Zone with live entertainment and hands-on activities, Catch of the Day Stage, Marketplace, Japanese Cultural Show, Art Show, and Kid’s Bike Parade.

Community is at the core of the Festival programming, highlighting themes of family, fun, fitness and togetherness. We encourage you to read this sponsorship package to see what opportunities are available this year to highlight your business/organization as a sponsor of the 2026 Steveston Salmon Festival.

The Steveston Salmon Festival and Steveston Community Society recognizes our sponsors as an integral part of our success and we thank you for supporting this signature community event. We look forward to your earliest response and we recognize that without your support, this event would not be possible.

The deadline to secure your spot is April 15, 2026.

Please contact Mary Ann Pizzinato via email at mpizzinato@richmond.ca or by phone at 604-238-8013 if you would like to discuss sponsorship opportunities further or have any questions.

Steveston Salmon Festival Sponsorship Opportunities

The Steveston Salmon Festival is pleased to invite you to be a sponsor of one of the largest non-profit Canada Day celebrations in the country. With an estimated annual attendance of over 80,000 people, our event offers excellent exposure for your company and an opportunity to support the community. We recognize our sponsors as an integral part of our success and appreciate your support. Surplus funds generated by the 2026 Steveston Salmon Festival will be



directed towards the new community centre and library, and scholarships for high school students in need of financial aid.

Festival highlights include:

Adult Beverage Area

Art Show

Catch of the Day Stage

Chow Mein

Food Trucks

Japanese Cultural Show

Kid's Bike Parade

Marketplace

Salmon Festival Parade

Salmon Bake

Salmon Run Youth Zone

Sammy's Fun Zone

Spirit of Steveston Zone & Stage

Sponsors Row

As a Steveston Salmon Festival sponsor, you can choose from benefits that will:

- ✓ Showcase your business
- ✓ Increase customer awareness
- ✓ Provide cooperative promotion and marketing
- ✓ Involve your employees
- ✓ Enhance your community profile
- ✓ Support a wonderful community event

Please make your commitment no later than April 15, 2026. Although we will continue to consider sponsorship proposals after this date, we cannot guarantee all benefits will be met after this date due to production deadlines.

Sponsorship Program

Sponsorship is available at multiple levels. Sponsorship can be cash, equivalent value goods and/or services, or a combination of both. *If these levels do not work, we can also work with your organization to customize a sponsorship program.* The Steveston Salmon Festival is pleased to offer the following benefits to our corporate sponsors:



Diamond Sponsor - \$25,000+

- Diamond Sponsor with your company name featured prominently as a main sponsor of the 2026 Steveston Salmon Festival at the Spirit of Steveston Entertainment Zone – Main Stage

Corporate logo as a Diamond Sponsor on signs at key locations on the festival grounds	Two banners (supplied by you) prominently displayed in the Spirit of Steveston Entertainment Zone	Festival poster with your corporate logo prominently displayed around Steveston Village and City of Richmond	Regular mentions on Steveston Salmon Festival social media sites, with reciprocal tags/follows used when appropriate
Special Diamond Sponsor mention from the Main SOS Stage at the Opening Ceremonies and throughout the day	Option to enter the Steveston Salmon Festival Parade at no charge	Option for 2 exhibit spaces on Sponsors Row or in the Marketplace at no charge	Media 'thank you' advertisement post event
Meet and Greet with Steveston Society Board members at the Directors' Reception		Invitation to the Directors' Reception (up to 8 people)	Diamond Sponsor VIP gift bags for your attendees (up to 8 people)



Spirit of Steveston Zone



Platinum Sponsor - \$20,000+

- Platinum Sponsor with your company name featured prominently as sponsor of the 2026 Steveston Salmon Festival at Sammy's Fun Zone and Salmon Run Youth Zone

Corporate logo as a Platinum Sponsor on signs at key locations on the festival grounds	Two banners (supplied by you) prominently displayed in Sammy's Fun Zone and Salmon Run Youth Zone	Festival poster with your corporate logo prominently displayed around Steveston Village and City of Richmond	Regular mentions on Steveston Salmon Festival social media sites, with reciprocal tags/follows used when appropriate
Special Platinum Sponsor mention from the Main SOS Stage at the Opening Ceremonies and throughout the day	Option to enter the Steveston Salmon Festival Parade at no charge	Option for 2 exhibit spaces on Sponsors Row or in the Marketplace at no charge	Media 'thank you' advertisement post event
Meet and Greet with Steveston Society Board members at the Directors' Reception		Invitation to the Directors' Reception (up to 6 people)	Platinum Sponsor VIP gift bags for your attendees (up to 6 people)



Salmon Run Youth Zone



Sammy's Fun Zone



Gold Sponsor - \$15,000+

- **Gold Sponsor with your company name featured prominently as a sponsor of the 2026 Steveston Salmon Festival at Sponsors Row or Catch of the Day Zone**

Corporate logo as a Gold Sponsor on signs at key locations on the festival grounds

Two banners (supplied by you) prominently displayed at Sponsors Row or Catch of the Day Zone

Festival poster with your corporate logo prominently displayed around Steveston Village and City of Richmond

Regular mentions on Steveston Salmon Festival social media sites, with reciprocal tags/follows used when appropriate

Special Gold Sponsor mention from the Main SOS Stage at the Opening Ceremonies and throughout the day

Option to enter the Steveston Salmon Festival Parade at no charge

Option for 1 exhibit space on Sponsors Row or in the Marketplace at no charge

Media 'thank you' advertisement post event

Meet and Greet with Steveston Society Board members at the Directors' Reception

Invitation to the Directors' Reception (up to 4 people)

Gold Sponsor VIP gift bags for your attendees (up to 4 people)



Sponsors Row



Catch of the Day Zone



Silver Sponsor - \$10,000+

- Silver Sponsor with your company name featured prominently as a sponsor of the 2026 Steveston Salmon Festival at the Japanese Cultural Show or Marketplace

Corporate logo as a Silver Sponsor on signs at key locations on the festival grounds

Two banners (supplied by you) prominently displayed at the Japanese Cultural Show or Marketplace

Festival poster with your corporate logo prominently displayed around Steveston Village and City of Richmond

Regular mentions on Steveston Salmon Festival social media sites, with reciprocal tags/follows used when appropriate

Special Diamond Sponsor mention from the Main SOS Stage at the Opening Ceremonies and throughout the day

Option to enter the Steveston Salmon Festival Parade at no charge

Option for 1 exhibit space on Sponsors Row or in the Marketplace at no charge

Media 'thank you' advertisement post event

Meet and Greet with Steveston Society Board members at the Directors' Reception

Invitation to the Directors' Reception (up to 4 people)

Diamond Sponsor VIP gift bags for your attendees (up to 4 people)



Japanese Cultural Show



Marketplace



Bronze Sponsor - \$5,000+

- **Bronze Sponsor with your company name featured prominently as a sponsor of the 2026 Steveston Salmon Festival**

Corporate logo as a Bronze Sponsor on signs at key locations on the festival grounds	Festival poster with your corporate logo prominently displayed around Steveston Village and City of Richmond	Regular mentions on Steveston Salmon Festival social media sites	Special Bronze Sponsor mention from the Main SOS Stage at the Opening Ceremonies and throughout the day
Media 'thank you' advertisement post event	Option to enter the Steveston Salmon Festival Parade at no charge	Option for 1 exhibit space on Sponsors Row or in the Marketplace at no charge	Meet and Greet with Steveston Society Board members at the Directors' Reception
Invitation to the Directors' Reception (up to 2 people)		Bronze Sponsor VIP gift bags for your attendees (up to 2 people)	

Friends of Steveston - \$1,000+

- **Friends of Steveston Sponsor with your company name featured prominently as a sponsor of the 2026 Steveston Salmon Festival**

Corporate logo as a Friends of Steveston Sponsor on promotion material including the Festival website sponsorship page	Mentions when possible on Steveston Salmon Festival social media sites	Media 'thank you' advertisement post event
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**STEVESTON
SALMON FESTIVAL**

It's about COMMUNITY



**STEVESTON SALMON FESTIVAL
JOIN US ON JULY 1ST
CANADA DAY**





Sponsorship Application: <https://stevestoncommunitysociety.com/>

Please make your commitment no later than April 15, 2026. Although we will continue to consider sponsorship proposals after this date, we cannot guarantee all benefits will be met after this date due to production deadlines.

Company: _____ Contact: _____

Address: _____ City/Province: _____ PC: _____

E-mail: _____ Phone: _____

Website: _____ Social Media Sites: _____

Sponsorship Levels (please refer to the sponsor package for details)

<input type="radio"/> Diamond Sponsor	\$25,000+
<input type="radio"/> Platinum Sponsor	\$20,000+
<input type="radio"/> Gold Sponsor	\$15,000+
<input type="radio"/> Silver Sponsor	\$10,000+
<input type="radio"/> Bronze Sponsor	\$ 5,000+
<input type="radio"/> Friends of Steveston	\$ 1,000+

Payable by:

- Cash**
- Goods and/or Services valued at \$_____**
- Cash \$_____ and Goods and/or Services valued at \$_____ totaling \$_____**

Please make your cheque payable to ***Steveston Community Society***.

Name

Name

Sponsor Signature

Steveston Salmon Festival Signature

Thank you for supporting the Steveston Salmon Festival!



SPONSOR CHECKLIST

Following are some reminders of what we need from you by April 15th to ensure our recognition commitments are met. Please submit material to mpizzinato@richmond.ca

- Submit logo – high resolution eps, jpg or pdf format
- Please provide your Website, and Social Media handles

Please confirm the following (depending on sponsor level):

- We will provide banners for display in our sponsored area
- We will exhibit on Sponsors Row or the Marketplace, please contact us with details
- We will enter the Parade, please contact us with details
- We would like VIP parking passes
- We would like an invitation to the Directors Reception, please contact us