



Farmfair International 2026 Sponsorship Package

NOVEMBER 5-8, 2026

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Edmonton
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EXPLORE
EDMONTON

Explore Edmonton

WHO WE ARE

We are Edmonton's Destination Management and Marketing Organization (DMMO).

Connection. With it we thrive. Without it, we cannot grow. At Explore Edmonton, we're all about connection. Our team has created a unique identity for Edmonton and the region and developed a strong reputation in the eyes of people around the world who are looking for opportunities here. Through the relationships we create with our partners and stakeholders, we showcase Central Alberta's capabilities, strengthen our global connections, and create diverse opportunities for investment in local industries. And we have a lot of fun doing it!



Explore Edmonton energizes the lives of all Edmontonians and visitors. By bringing in major events, we generate tourism dollars that support local businesses, help businesses attract talent by increasing the vibrancy of the city, and create a more compelling argument for improving city infrastructure, which benefits everyone. Our signature events—KDays, Farmfair International, and the Canadian Finals Rodeo—bring the community together and are enjoyed by people of all ages, year after year.

We connect people who want to hold events at our award-winning venues, the Edmonton Convention Centre and Edmonton EXPO Centre. The size and versatility of our venues allows for world-class events, unlimited opportunities, and more profitability for our partners.

Connection. It's what drives us. We look forward to connecting with you and to continuing to help our city thrive on the world stage.



Farmfair International

NOVEMBER 5-8, 2026

Farmfair International proudly “brings the country to the city” each November, celebrating Alberta agriculture and connecting urban and rural communities.

The event generates more than \$20.4 million in economic impact for the Edmonton region while showcasing the province’s rich agricultural heritage.

As one of Canada’s premier agriculture and livestock exhibitions, Farmfair International gives producers a powerful platform to market elite cattle and world-class genetics on the global stage. More than 40,000 guests come each year to experience championship cattle shows, hands-on agriculture education, cutting-edge ag-tech, a lively country market, BBQ demos, and high-energy entertainment.



Join us and celebrate the best in agriculture, local food, innovation, and entertainment at Farmfair International 2026!



HIGHLIGHTS

**ALBERTA'S LARGEST &
RICHEST BEEF CATTLE SHOW**

**4 EXCITING
DAYS**

**15 PUREBRED
BEEF BREEDS**

**\$20.4 MILLION
IN TOTAL ECONOMIC IMPACT**

**40,000+
VISITORS**

**\$250,000
IN PRIZE MONEY**

**GLOBAL
BUYERS**

**6 YOUTH EVENTS
with
over \$12,000 IN PRIZES**

**SUPREME BULL &
FEMALE CHAMPIONS**

**2,000
CATTLE ENTRIES**

**INTERNATIONAL
BROADCASTS**

**1,200
HEAD OF CATTLE**

**2,000 STUDENTS
LEARNING ABOUT FOOD & FARMING**

**4 INTERNATIONAL TEAMS
OF YOUNG FARMERS**



OUR TARGET MARKETS

- Agri-business leaders
- Rural and urban families
- Purebred and commercial livestock producers
- International livestock buyers
- Local food suppliers
- Commodity groups
- National beef breed associations
- Youth and young farmers

Farmfair International is a connector that brings together agricultural producers, industry leaders, rural families, and urban audiences to celebrate livestock, western heritage, and the future of agriculture.



WHAT'S NEW FOR 2026

- AgTech & Innovation Alley
- Art of Food Display
- Arts Programming including Paint Night and Book Club
- Battle of the Elite Emerging Farmers
- Farmfair Field Trip with hands-on learning experiences for students across the region
- Feature Country for 2026: Argentina
- Food Tastings: A Taste of Alberta & Argentina
- International Agriculture Business Center welcoming guests from around the world
- Singles Mixer: Find Your Farmer



CELEBRATING ALBERTA BEEF

Alberta is the heart of Canada's beef industry—home to the highest concentration of cow/calf operations in the country.

With 42% of Canada's beef cattle herd and more than two-thirds of national beef processing taking place in the province, Alberta plays a leading role in producing and advancing world-class beef. Farmfair International proudly celebrates this legacy by bringing together the people, livestock, and innovation that drive the industry forward.

Farmfair International helps drive millions of dollars in beef genetics sales, connecting the industry across four continents.





FAMILY FRIENDLY FUN

There's something for everyone at Farmfair International, where hands-on experiences, lively demonstrations, and memorable animal encounters make a day out fun for the whole family.

- Ag Education Zone
- Barn Tours
- Canine events including stock dogs, wiener dog races, Ned's Wish demonstrations, and more
- Daily culinary tastings
- Farm Animal Discovery Experience featuring mini Highland cows
- Hatching chicks



From barn tours to hatching chicks, Farmfair turns learning into an unforgettable adventure for all ages.



MARKETING PLATFORMS

Farmfair International reaches audiences far and wide, generating over 2 million impressions through a mix of digital and traditional campaigns, including more than 65,000 website visits.



SOCIAL MEDIA STATS

Our social community continues to grow, connecting tens of thousands of followers across Facebook, Instagram, and TikTok with the excitement of Farmfair International.

9.7 k Facebook Followers

2 k Instagram Followers

1.3 k TikTok Followers

Sponsorship Opportunities

Elevate your brand through sponsorships that offer premium visibility, exclusive networking, and direct engagement with industry leaders.

Our sponsorships are designed to provide premium visibility across multiple channels—onsite, online, and throughout the event marketing campaign. Work with our team to design a flexible package that speaks to your target audience, amplifies your message, and delivers measurable results.

Opportunities to support the largest livestock show in Alberta:

- 4-H Day
- AgTech & Innovation Alley
- Agriculture Education Moment
- Agriculture Education Stations
- Animal Education Stalls
- Announcer Stand
- Art of Food Display
- Barn Tours
- Breed Show Highlight of the Day
- Breed Shows
- Business Corner
- Closing Ceremonies
- Commercial Cattlemen's Luncheon
- Complimentary Coffee
- Competitive Exhibits
- Daily Schedule Sponsor
- Exhibitor Draw
- Exhibitor Flashback Moment
- Exhibitors Breakfast
- Farm Forward
- Farmfair Field Trips
- Feature Country
- Food Tastings
- Hall Naming Rights
- Highlight of the Day
- International Ag Business Center
- International Delegate
- Interbreed Shows
- Junior Futurity Show
- Junior Supreme Show
- Kiddies Corral
- Lanyard Sponsor
- Lead Sponsor
- Media Launch
- Official Bank
- Official Décor Supplier
- Official Feed and Fuel Supplier
- Official Shavings Supplier
- Official Shirt and Jean Supplier
- Official Signage Supplier
- Official Steel Supplier
- Official Tractor Supplier
- Official Truck Supplier
- Opening Ceremonies
- Pancake Breakfast
- Premier Partner
- Presenting Sponsor
- Rabbit Show
- Recharge Zone
- Show Office
- Showring
- Sponsor Lounge
- Supreme Show
- Supreme Show Post Event
- The International Welcome Reception
- Title Sponsor
- Transportation Shuttle
- Volunteer Center
- Wash Racks
- Women in Ag Spotlight
- Young Ag Producer Spotlight



Your company can drive innovation and celebrate excellence in agriculture at Farmfair International!

Partnership Highlight

DATE 'N' DASH

In partnership with Date 'n' Dash, Farmfair International hosted Find your Farmer: A Singles Mixer.

The event partnership allowed folks interested in farming, rural romance and ages of 30-44 or 45-60 the opportunity to have a drink and meet fellow single farm enthusiasts in an atmosphere that is relaxed and fun.

The program saw 10.6k impressions and mentions on TikTok, 14.1k on Instagram, and captured over 10.5k engagements on Facebook.



This out-of-the-box idea is a great example of how your organization can leverage this rural audience.





Connect With Us

We invite your organization to join our network of industry partners and agricultural champions.

Together, we can create meaningful connections, contribute to the agricultural community, and ensure your brand stands proudly alongside the leaders of Canada's cattle and agri-business sectors.

CONTACT

For inquiries or customized proposals, please reach out to our sponsorship team at Sponsorship@exploreedmonton.com or visit FarmfairInternational.com for more information.



FARMFAIR
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