

The Glengarry News

Williamstown Fairboard celebrates new marketing partnership with the Township of South Glengarry

September 11 2019 BY TARA MACDONALD News Staff

Fairboard President Michael Seguin, Vice President Chelsea Hope and Director of Marketing, Promotions and Sponsorship Roy Perking presented a placard to the Township of South Glengarry at the Council Meeting on the September 3rd.

“The Township of South Glengarry has done a lot of ‘in kind’ for us over the years – such as lending tables, picnic tables and such when we need extra just for Fair weekend,” said Vice President Hope. “What makes this year special, is that we added the marketing side to our partnership and specifically tourism,” added President Seguin.

The marketing partnership was sparked over the creation of a fair program. “We approached Shauna Baggs with the idea of partnering up and developing a map for the fair,” recounted Director Perkins. “She loved the idea so we put a cost together for the fair and what it would cost the township to participate.” The plan was brought before Council during the spring budget meeting where the plan received approval for \$5,000 in funding towards the production of 4,500 programs.

The program featured main events along with a map of the fairgrounds. “There’s always been a map on the website and one for health and safety posted here and there on the grounds, but we never had an animated map,” said Director Perkins. “This was the first time we invested in something like this for the fair, and the township was there to support us and make sure it happened.”

Artist Carolyn Elshof from Berwick, Ontario produced the new map along with the illustrations of local tourism destinations which appeared along the perimeters of the map. Programs were distributed on site at the Williamstown Fair entrances as well as at the South Glengarry Tourism Booth.

Leading the partnership program was Fairboard Director of Marketing, Mr. Perkins. Having moved to South Glengarry three years ago, Mr. Perkins was impressed with the Williamstown Fair and particularly how the community came together every year to volunteer their time and ensure its continued success. “It’s amazing how this small community can put on an event the size that it is and the amount of work involved. Everyone just understands that the fair is on and they get it done.”

However, while the Williamstown Fair has long been drawn visitors from neighbouring communities and particularly former residents who have fond memories of growing up with the Fair, this was the first time that the Williamstown Fair targeted their marketing to reach a broader ‘tourist’ market, explained President Seguin.

“The tradition has been there for a long long time and they really love their fair,” said Mr. Perkins. “It’s a community gathering; family and friends really ensure that by marking it on their calendar each year.” Nevertheless, as more and more events compete for visitor attendance, there

was a need to modernize the Fair's marketing and communications strategy while appealing to a broader target audience.

"We need to bring more people through the gates," explained Pres. Seguin. "By investing in a communications plan and using modern marketing, we can help keep our brand upfront and fresh for our regular fair-goers while attracting new fair-goers who might not have known about it before."