



South Shore Exhibition 2026

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South Shore Exhibition

July 27 – August 2, 2026

For 135 years, the South Shore Exhibition has been a cornerstone of Lunenburg County, attracting visitors from across the nation and beyond as a premier event.

We appreciate your ongoing support and invite you to review the attached 2026 Sponsorship Information Pamphlet. We look forward to your continued partnership in 2026. By sponsoring the South Shore Exhibition, you become a valued member of the South Shore Exhibition Commission, granting you eligibility to participate in our Annual General Meeting and vote on pivotal decisions.

The Exhibition plays a vital role in promoting agricultural awareness within our communities while providing entertainment, economic benefits, and fostering community pride in the surrounding areas. The event features a diverse program, including great music performances by national and local artists on both the Main Stage and Main Building stage. A wide range of activities cater to all interests, such as ox and horse pulls, livestock displays, 4-H events, arts and crafts, children's activities, shopping, and a variety of food and treats. Additionally, our giant midway, hosted by Campbell Amusements, offers extensive entertainment options.

To ensure your sponsorship is recognized in our promotional material, please respond by April 30, 2026, to manager@thebigex.com. Your sponsorship is crucial to the success of the Exhibition, and we hope to continue counting on your support, more than ever, this year.

Thank you,

The Board of Directors of The South Shore Exhibition

