

## Member Profile: James Montgomery, Sponsorship Coordinator at the Provincial Exhibition of Manitoba



### ▪ **What exactly do you do at your company?**

I look after sponsorship sales and make sure we deliver on what we promise our sponsors as far as advertising, tickets, recognition and all return on investment. We are a nonprofit Ag society with a mandate to promote agriculture and bridge the divide between urban and rural people through education and entertainment. We put on 3 major events per year: The Royal Manitoba Winter Fair, Manitoba Summer Fair and Manitoba AGEX!

### ▪ **How did you get the idea for your business?**

We have been around since 1882 so I played no part in the creation of the Provincial Ex.

### ▪ **How long have you been at this job?**

I have been doing this job for 3 years and 4 months. The Provincial Ex is 135 years old!

### ▪ **What are the goals for your business?**

Our events create about \$18 million in economic activity for the Western Manitoba Region per year. We also contribute to the Keystone Centre and help to educate and entertain rural and urban people through our events.

### ▪ **What is your favorite part of your job?**

Working with people, seeing the fairs from the inside and taking pride in a job well done.

### ▪ **What is the most challenging part of your job?**

The stress of event production and the stress I put on myself to deliver for sponsors!

### ▪ **What is a product or service your company provides that people might not know about?**

That we offer agricultural education for schools and those who ask.

### ▪ **What are the most important issues facing your company today?**

The economy would be the biggest issue facing our company.

### ▪ **Why is your company a member of the Chamber?**

We go to many events such as luncheons, annual dinner, AGM, coffees, and Business after 5 to promote our events and build relationships with the business community.

### ▪ **What is the best Chamber benefit for your company?**

The luncheons because we make so many connections and meet new people at every single one.

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