



Okanagan United FC Announces Strategic Sponsorship with Fairfax Partners Inc.

Kelowna, BC — Okanagan United Football Club (OUFC) is proud to announce a new multi-year strategic Sponsorship with [Fairfax Partners Inc.](#), a Vancouver-based corporate communications and strategic growth consultancy **with a growing focus on long-term leadership, standards, and development within sport.**

This Sponsorship marks an important step in OUFC's continued evolution as the leading football development organization in Kelowna and the surrounding region.

The collaboration will see Fairfax Partners become a principal club partner, supporting OUFC's long-term vision to elevate player development, strengthen community engagement, and enhance the club's professional profile **through a shared commitment to sustainable growth and high performance environments.**

"We are extremely pleased to welcome Fairfax Partners to the OUFC family," said **Lee Tregonning**, Director of Football.

"This Sponsorship represents a shared vision for growth, professionalism, and community impact. Their support will help us continue building a strong football culture and expanding opportunities for players in Kelowna."

Sponsorship Highlights

As part of the sponsorship, Fairfax Partners will receive:

- Prominent branding on match apparel across OUFC programs, subject to league regulations, beginning with the 2026 kit rollout.
- Interior and exterior signage at OUFC-operated facilities.

- Ongoing digital and social media visibility across club platforms.
- Brand integration across future club programs and developments.

The sponsorship also provides flexibility to evolve alongside OUFC's continued growth, ensuring alignment between club needs and partner objectives.

About Fairfax Partners Inc.

[Fairfax Partners Inc.](#) is a Vancouver-based consultancy specializing in investor relations, corporate communications, marketing strategy, and business development services. The company works with organizations across multiple sectors to enhance visibility, strengthen stakeholder engagement, and support long-term growth initiatives, **including sport and football organizations focused on leadership, standards, and sustainable development pathways.**

"Okanagan United FC is entering an important new chapter under the leadership of Lee Tregonning, and it is exactly the kind of direction Fairfax looks to align with," said **Daniel Southan-Dwyer**, President and Founder of Fairfax Partners Inc.

"Strong leadership, clear standards, and a long-term view of player development are essential in modern football. This sponsorship is not about visibility, it is about backing a club that understands football as a pathway and a responsibility. Under Lee's leadership, Okanagan United is building something sustainable, and we are proud to support that vision."

Looking Ahead

OUFC will begin rolling out new club kits featuring Fairfax Partners branding in August 2026, aligned with the upcoming competitive season. Further brand integration across grassroots and development programs is planned as part of the club's broader rebrand and modernization strategy, **supporting the club's long-term commitment to high standards, professionalism, and player development pathways.**

This Sponsorship reinforces OUFC's commitment to delivering high-quality football programming while strengthening ties between sport, business, and community in Kelowna.

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