



# 158<sup>th</sup> Barrie Fair

August 26<sup>th</sup> –28<sup>th</sup> 2011

Georgian Bay Steam Show Grounds, Cookstown, Ontario

## 2011 SPONSORSHIP PACKAGE

### WHO WE ARE

- The Barrie Fair, hosted by the Barrie Agricultural Society, is one of Ontario's premier events located in the heart of Central Ontario.
- This event presents agriculture in an entertaining, educational fashion with farm animals, horse shows, arts & crafts, flowers, fruits & vegetables, grandstand attractions, musical entertainment and a spectacular midway with rides and games.

### OBJECTIVE

- The objectives of the Society are to encourage an awareness of agriculture and to promote improvements in the quality of life for those living in our community – both rural and urban. Programs and activities will be developed in an educational as well as an entertaining manner for the entire family.

### LOCATION OF FAIR

- As we still continue to strive to be on our new site in Essa Township, this year's fair will once again be held temporarily at the Georgian Bay Steam Show grounds in Cookstown Ontario.

### WHO IS INVOLVED

- This event is organized by volunteers from both rural and urban Communities. We are a non-profit, charitable organization known as The Barrie Agricultural Society.

### WHO WE ATTRACT

- The Barrie Fair is a family focused event targeting families with pre-teen age children, the 50+ generation and teenagers attracting over 10,000 patrons.
- We attract competitors and vendors from all across Ontario.

### WHATS NEW THIS YEAR

- \*Little Ray's Living Dragons-Giant Lizards of the World
- \*ATV and Motorcycle Obstacle Racing
- \*North American 6-Horse Hitch Classic Qualifier
- \*Heavy Horse Shows \*Children's Entertainment
- \*Truck & Tractor Pulls \*Live Local Band Performances
- \*Spectacular Midway with Rides, Games and more.

### BENEFITS

- Being associated with an event that attracts over 10,000 visitors.
- Event promotion is made up of local television, radio, newsprint and flyers covering Central Ontario.
- Associated with an event that has a vision and an exciting future.
- Recognized as one of the Top 100 in "Festival & Events" Ontario.



**We look forward to partnering with you as we celebrate our 158<sup>th</sup> Anniversary!**

## SPONSORSHIP LEVELS

### *Platinum* \$5,000+

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- Your Company Logo will appear on our daily event schedule
- Your choice of the event you would like to sponsor
- Your company name will be announced as a major sponsor during the event you have selected
- Recognition on all local media correspondence
- Your Company Logo and link on our website
- Your Company Logo will appear on 2 of our Golf Carts during the Fair.
- During the Fair your Company Logo will appear on our Sponsors advertising board at the main entrance gates
- 1-10'x10' of promotional space will be available for you to promote your business during the fair
- 8 General Admission Passes
- 8 Unlimited Ride Bracelets for you to enjoy the Midway

### *Gold* \$2,500+

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- Your Company Logo will appear on our daily event schedule
- Your choice of the event you would like to sponsor
- Your company name will be announced as a sponsor during the event you have selected
- Recognition on all local media correspondence
- Your Company Logo and link on our website
- During the Fair your Company Logo will appear on our Sponsors advertising board at the main entrance gates
- 1-10'x10' of promotional space will be available for you to promote your business during the fair
- 6 General Admission Passes
- 6 Unlimited Ride Bracelets for you to enjoy the Midway

### *Silver* \$1,000+

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- Your Company Logo will appear on our daily event schedule
- Your choice of the event you would like to sponsor.
- Your company name will be announced as a sponsor during the event you have selected
- Recognition on all local media correspondence
- Your Company Logo and link on our website
- During the Fair your Company Logo will appear on our Sponsors advertising board at the main entrance gates
- 4 General Admission Passes

### *Bronze* \$500+

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- Your Company Logo will appear on our daily event schedule
- Your Company Logo and link on our website
- Company Logo to be displayed on our sponsor advertising board during the fair
- 4 General Admission passes to the Fair

### *Friends of the Fair* \$100+

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- Your company name will appear on our Sponsors Page on our website
- 2 General Admission passes to the Fair

All sponsorship packages can be customized to suit your individual needs.

#### **Some areas on how your sponsorship funds will be distributed:**

Truck & Tractor Pull, Horse Shows, 4-H Livestock Shows, Entertainment Stage, Farm Pavilion, Rabbit/Cavy Show, Poultry Displays, Sheep Shows, Senior Home Crafts, Junior Home Crafts, Little Ray's Living Dragons-Giant Lizards of the World, Children's Entertainment.

# THE BARRIE AGRICULTURAL SOCIETY

## SPONSORSHIP COMMITMENT

**YES** - *Our Company is interested in sponsoring the Barrie Fair*

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### LEVEL OF SPONSORSHIP

<input type="checkbox"/> Platinum Sponsorship
<input type="checkbox"/> Gold Sponsorship
<input type="checkbox"/> Silver Sponsorship
<input type="checkbox"/> Bronze Sponsorship
<input type="checkbox"/> Friends of the Fair
<input type="checkbox"/> Donation – Other

In order for us to meet print and advertising deadlines, please return this sponsorship form completed and signed back to the Barrie Agricultural Society no later than June 17, 2011. Information on your company will be required for promotional purposes. Cheques and gifts together with a copy of your company logo should also be received in our office no later than June 17, 2011. Kindly e-mail us your company logo in a jpeg or pdf file to [cindy@eventcentre.ca](mailto:cindy@eventcentre.ca). Should you require assistance in completing your sponsorship, please call the office at (705) 737-3670.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

PLEASE MAIL OR FAX THIS PAGE TO OUR OFFICE

**We THANK YOU and appreciate your continued support!**

Mailing Address: Box 217, Barrie, Ontario L4M 4T2

Address: 199 Essa Road, Unit #3, Barrie, Ontario L4N 3L2

Tel: (705) 737-3670 Fax: (705) 737-2581 [www.barriefair.ca](http://www.barriefair.ca)