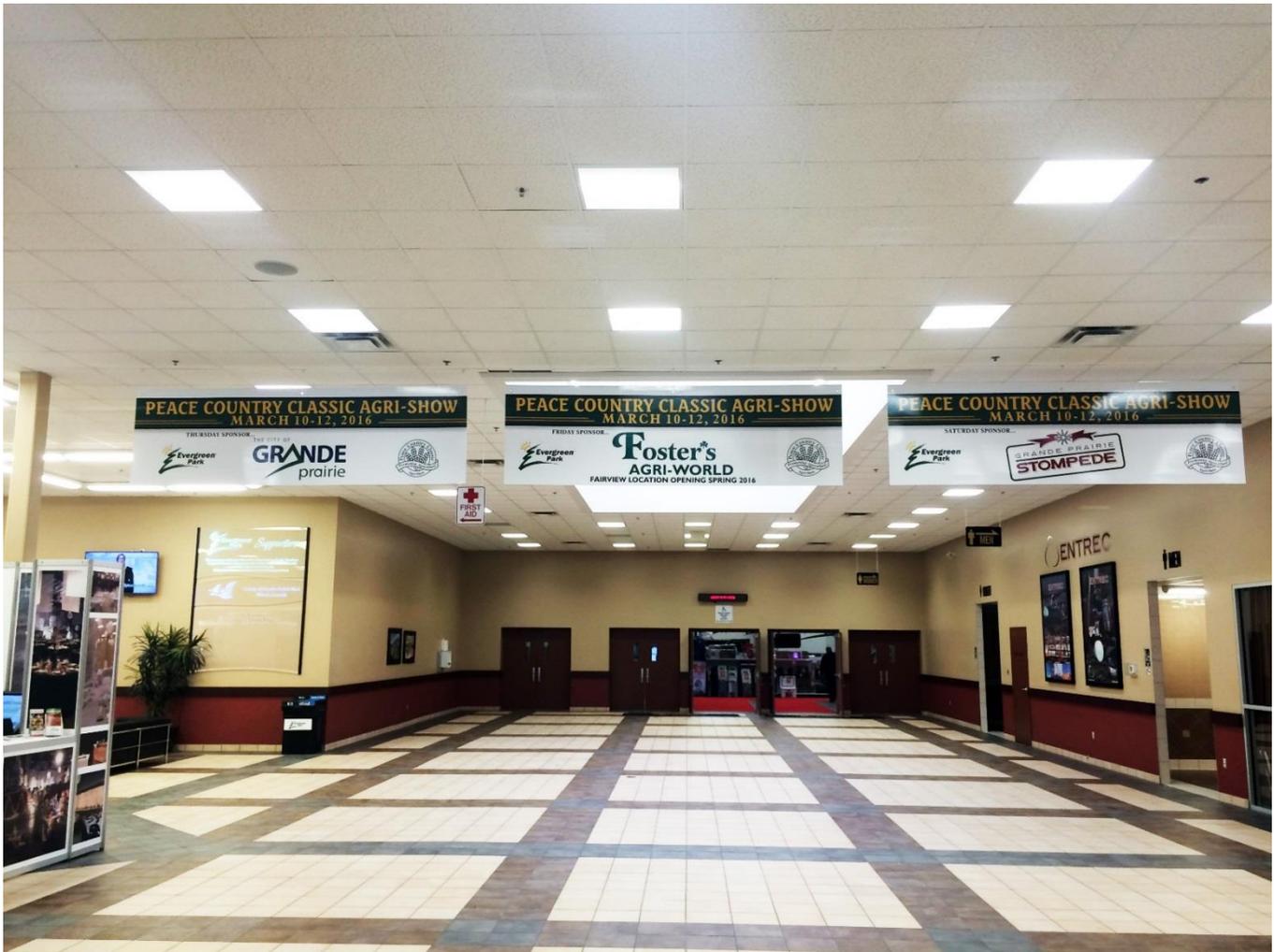




2019

**PEACE COUNTRY CLASSIC AGRI-SHOW
SPONSORSHIP OPPORTUNITIES**



SHOW DAY SPONSORSHIP: It's a great day for an Agri-Show! And if you are a Day Sponsor a great day for your company! This package includes your logo on the cover of the program all three days and not only will the 8' x 5' signage – which hangs from the ceiling (photo above) in the TARA Centre – be up for all three days of the Agri-Show we will hang it starting several weeks out if your sponsorship has been confirmed. As the Day Sponsor, we will also include a short bio story on your company in the full color, glossy program and you will have the ability to have staff greet people at the entrance into the TARA Centre at a table or booth set up by you. You will also receive banner space in the Lewis Hawkes Pavilion and Drysdale Centre and a full-page ad in the Show program. Your company logo will also appear on the information hand-out sheets our greeters will be distributing at the door of the main exhibition building and on our Agri-Show website page with a link to your website. Your company will also be mentioned in our radio advertising leading into and during the Agri-Show as the day sponsor; promoted on the advertising screens at Evergreen Park starting from the day you confirm your sponsorship; we will do a shout-out to your company on Facebook and Twitter; and you will appear in the special centre spread that will be featured in the Northern Horizon newspaper and duplicated in the Show program. Cost for this sponsorship is \$2,500.

HORSE SHOW TITLE SPONSOR: If you were sponsor of the horse show and sale, it would be known as the **Your Company Horse Show**. It takes place all three days in the Lewis Hawkes Pavilion and has grown into a very important part of the Agri-Show. We would hang two of **your company** banners inside the Lewis Hawkes Pavilion (the venue for the **Your Company Horse Show**); a banner inside the Drysdale Centre (bull sale, petting zoo and 4-H events); a sign outside the main entrance to the venue and inside the main exhibitor building indicating the **Your Company Horse Show** hours and venue; provide you with booth space (10 feet by 10 feet and can be static or manned) in the **Your Company Horse Show** exhibitor area at the Lewis Hawkes Pavilion; a sign inside the TARA Centre to direct visitors to the **Your Company Horse Show**; your logo would appear on greeter hand-outs at the main entrance of the TARA Centre; your logo would appear on our five promotional screens at the Park until after the Agri-Show; your logo, along with a link to your website, would appear on the Agri-Show page on the Evergreen Park website; you would be mentioned in our radio and newspaper media buys; and we would provide you with a full page ad in the Agri-Show program. Cost is \$2,000 and sponsor is responsible for banner production.



EXHIBITOR LOUNGE SPONSOR: The Kin Room in the MD of Greenview North Wing of the TARA Centre is where the Farm Family Luncheon will be held on Friday and is also the location, all three days of the Show, of the Exhibitor Lounge. If you were to sponsor you would be the title sponsor of the lounge. You would also have the ability to set up a table entrance into the room, in the grand hallway, to interact with the public during the show. We would erect signs at both main entrances into the building (northwest corner and west side) promoting the **Your Company Exhibitor Lounge**. You would also be able to hang a banner in either the Lewis Hawkes Pavilion (bull sale and petting zoo) or Drysdale Centre (horse show). Your logo, with a link to your website, would also appear in the Agri-Show sponsor section on the Evergreen Park website and on the promotional screens around the Park until the time you agreed to the sponsorship until the show ends. Your logo would also be on our sponsor Thank You banner that is displayed in the main exhibitor building. We would also give you a full page ad in the Agri-Show program. Your staff, if you sent any, would be there to engage and mingle with the Farm Family Luncheon attendees, exhibitors and public. The Agri-Show would look after the cost of producing the entrance signs at the main entrances and at the entrance to the lounge while you would be responsible for any signage inside the room as well as the banner hanging in the Lewis Hawkes/Drysdale Centre. We can work with you on other ideas you might have for your hospitality room. Cost for this is \$1,500 and sponsor is responsible for providing signage for inside the room, at the Drysdale Centre and Lewis Hawkes Pavilion while the Show will pay for entrance signage at the main exhibitor building.

**YOUR
COMPANY
HOSPITALITY
LOUNGE**

EXHIBITOR BREAKFAST: It goes Thursday morning in the foyer of the TARA Centre. You would have the ability to put any promotional information on all of the tables; we would create a sign (that you remain for the entire show) thanking you for being the breakfast sponsor; you would have the ability to hang a banner in the Lewis Hawkes/Drysdale Centre; your logo with a link to your website would appear on the Agri-Show page on the Evergreen Park website; your logo would appear on our promotional screens at Evergreen Park; and we would give you a banner ad in the Agri-Show program. Cost for this is \$1,000 and banner production is responsibility of sponsor.



KIDS ZONE: A very high-profile sponsorship for your company. As sponsor of the **Your Company Kids Zone** you will get space at the high traffic entrance to the TARA Centre. You receive an area that



is two eight-foot tables wide where company staff can display and hand out information and engage with the public. The sponsorship includes a room where children and parents can relax, enjoy a movie or do some coloring – the **Your Company Kids Zone!** The **Your Company Kids Zone**, which would include your logo, will be promoted in the Fort St. John Horizon newspaper buys (over 10,000 distributed throughout the Peace Country), in the Agri-Show program, on our six promotional screens at the Park, on the Agri-Show and Evergreen Park web

pages; through our social media (Facebook and Twitter) accounts; and on signage in the main exhibitor building foyer. The Show pays for the **Your Company Kids Zone** signage in TARA Centre. You would also receive 500 kids passes for our indoor kids playground, Evergreen Park Kids Zone, to hand out to the public at the Show. Cost for this sponsorship is just \$1,500.

ENTRANCE SIGNAGE: Both sides of the entrance aisle in the TARA Centre will feature entrance signs – a maximum of four on each side. The signs are three feet wide by two feet deep and two-sided so people see them coming and going. Cost is \$700, which gets you a two-sided sandwich board-type sign on each side of the aisle. Sign production provided.

BANNERS: The Lewis Hawkes Pavilion/Drysdale Centre, with a three-day horse show & sale and the Peace Classic Bull Sale, is a busy place during the Agri-Show. Banners can be erected in both in the 8 x 4 foot range. If you already have signs about that size no need to get new ones made. Cost is \$300 per sign to appear for all three days of the show. Sponsor provides signage.

SHOW PROGRAM: The show program is going to be a minimum 24 pages, full color and glossy. There will be an insert each day. Back cover is \$750 and inside covers \$500 each. Inside pages are \$300 for a full-page ad and \$200 for half a page. Deadline for ad copy is February 8.

DON MOON

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