



SPONSOR OPPORTUNITIES

**2020**

2020 IS THE 35TH YEAR

# ABOUT THE SHOW

We are celebrating the 35th anniversary of the Foster's Peace Country Classic Agri-Show in 2020. The Show goes March 12-14. It is the largest show of its kind in northwestern Alberta and one of the largest in western Canada.

Hundreds of exhibitors will be on site both inside and outside the TARA Centre, which is also being used for seminars, a special breakfast, kids auction, kids zone and other events during the Agri-Show.

While the TARA Centre is the focal point of the show, it is one of several venues at Evergreen Park used during the Agri-Show.

Both the Drysdale Centre and Lewis Hawkes Pavilion will be hosting major events including the Northern Classic Bull Sale & Show, Horse Show, Petting Zoo and Youth Livestock events.

Clarkson Hall, newly-renovated thanks in part to a Canada 150 grant, will be where the Farm Family of the Year is celebrated with a banquet for about 500 people and JDA Raceway at Gordon Badger Stadium is where the second annual skijoring races will be held on the Saturday of the Show..

Evergreen Park Kids zone, our indoor playground that features bouncy castles and a tot play area, will be open during the Show. It is located in Gordon Badger Stadium.

“Tradition, community spirit, and the opportunity to keep abreast of new technology – these are at the heart of the appeal agricultural exhibitions have long held for Alberta’s rural communities.

“This show presents a tremendous variety of displays and exhibits, and provides information on all aspects of farming and rural life. There truly is something for everyone at the Peace Country Classic Agri-Show.”

Those words were spoken by Alberta’s Minister of Agriculture LeRoy Fjordbotten just before the first Agri-Show in 1986. They still apply today as we are about to celebrate the 35th Agri-Show.

Whether you are a farmer looking to talk to manufacturers and distributors; want to sit in on a seminar to learn more about some aspect of the agricultural industry; or are an urban family looking to experience a taste of rural life the Agri-Show is the place to be.





SATURDAY AVAILABLE

# DAY SPONSORSHIP

It's a great day for the Foster's Peace Country Classic Agri-Show!

And if you are a Day Sponsor a great day for your company!

As a Day Sponsor, you will also receive exhibitor space in the foyer of the TARA Centre; we will hang an 8 x 3 foot two-sided sign at the main entrance to the Show; put your logo on the cover of the Show program all three days; give you a full page ad in the Show program all three days; a full page story on your company in the program all three days: promotion on the Park screens well before the start of the Show; inclusion in the greeter handouts; your logo in the special Show spread in the Northern Horizon newspaper; mentions in our media buys before the Show and on-site remotes during the Show; and you logo will appear, with a link to your website, on our Show page on the Evergreen Park website.

Cost for this sponsorship is \$2,500.





## TITLE SPONSORSHIP

# THE BULL SALE

The Bull Sale is one of the highlights of the annual Foster's Peace Country Classic Agri-Show.

It's always standing-room-only when the auctioneer starts his chant before buyers, and many others, from across the Peace Country and elsewhere in western Canada who have gathered in the Drysdale Centre on the Friday of the Show.

We are looking for a Bull Sale Title Sponsors who will receive, for \$5,000, official status as bull sale title sponsor; 8' x 5' signs at the entrance fence to the Lewis Hawkes Pavilion/Drysdale Centre and over the door of the entrance in the facilities (provided by Agri-Show); the ability to hang banners inside the Lewis Hawkes Pavilion and Drysdale Centre (provided by sponsor); full page color ad on back cover page of Agri-Show program; presence on the main Show welcoming sign at the entrance to Evergreen Park; presence on the Thank You signs in the TARA Centre foyer and Drysdale Centre; your logo on our promotional screens at the Park beginning the day you confirm your sponsorship; your logo and website link on the Agri-Show page on Evergreen Park website; Facebook, Twitter and Instagram shout-outs when you confirm sponsorship; Inclusion in handout information provided by greeters during the Show at the entrance to the TARA Centre; and inclusion in the Agri-Show spread printed by Northern Horizon newspaper and circulated throughout the Peace County





## TITLE SPONSORSHIP

# PETTING ZOO

How popular is the Petting Zoo at Foster's Peace Country Classic Agri-show?

The lineups all three days every year tell the story.

For 2020 we are looking for a title sponsor for the Petting Zoo.

The Petting Zoo Title Sponsor, for \$3,000, would receive official designation as Petty Zoo Title Sponsor; signage at the entrance to the TARA Centre and Drysdale Centre as well as near the Petting Zoo (provided by the Show); the ability to hang company banner signage in the Drysdale Centre; the ability to have "greeters" engage visitors at the Petting Zoo location; mentions in our media buys including radio remotes during the three days of the event; a spot on the centre spread in the Northern Horizon newspaper as part of the Agri-show promotion; inclusion in the Agri-Show events outline on the Evergreen Park Agri-Show website page; your logo on the Evergreen Park promotional screens starting from the day you confirm sponsorship until the Show is over; your logo on the Evergreen Park Agri-Show website page, with a link to your company; your logo in the daily handout provided by greeters at the Show entrance into the TARA Centre; and a full page ad in the Show program.





## TWO-SIDED IN HIGH TRAFFIC AREA

# ENTRANCE SIGNAGE

There's more than one side to every story and in the case of the Entrance Signage at the 35th Annual Foster's Peace Country Classic Agri-Show there is two sides to it!

The Entrance Signage will be located in a can't-miss spot leading into Evaskevich Hall - where all of the indoor exhibitors are set up for the annual event.

Actually, can't-miss twice because each sign is two-sided with your company information on the front and on the back.

The signs are sandwich-board style 23" wide by 30" deep and are \$700 for the pair – which gets you all three days of the Agri-Show. As part of this package you also receive a half-page ad in the Show program for all three days.

Sign production cost is included in this sponsorship so you just have to provide us with your logo and info and we'll take care of it!





## LEWIS HAWKES & DRYSDALE

# BANNER SIGNAGE

How's this for a bargain?

You get us your sign and it will be put in place in either the Lewis Hawkes Pavilion or Drysdale Centre at least a month in advance of the event.

That means instead of just days of promotion in front of the giant crowds that will be taking in the 35th annual Foster's Peace Country Classic Agri-Show March 12-14, 2020, your company will be exposed to the hordes of people who use the two buildings for weeks leading up to the big event.

First-come, first-served in regards to location, but they are all going to be in prominent spots in the Lewis Hawkes Pavilion, home of the Horse Show, and the Drysdale Centre, where the Bull Sale, Petting Zoo and Youth Program are being held.

And the real bargain is the price! Just \$300 and you provide the banner. Size does matter, somewhat, as total square footage should be about 24 feet – so 6 x 4 or 8 x 3 would work.





## SKIJORING PRESENTING SPONSOR

# SKIS, HORSES & FUN

Horses galloping at full speed and someone on skis at the end of a rope ... what could go wrong?

Well, actually, lots goes right and the crowds go wild as groups of steeds and skiers whip around the course in front of the grandstand on JDA Raceway at Gordon Badger Stadium.

In 2020, skijoring will be part of the Foster's Peace Country Classic Agri-Show for the second time. It was hugely popular last year – hence the move to the 2,700-seat Gordon Badger Stadium at JDA Raceway on the Saturday of the Show – from one of the Park parking areas.

Presenting rights for the event can be had for just \$1,500 and there's lots that comes with it including a full page ad in the Show program; banners (supplied by the sponsor) that will hang at the stadium; PA announcements at the event; recognition on sponsor thank-you boards; logo on directional signage around the Park; logo on Show advertising in the Horizon North newspaper; visibility on Evergreen Park promotional screens; radio mentions before and during the Show; company logo with link to website on show website page; and shout-outs on the Park social media platforms.







HAPPY DAYS AT THE SHOW

# THE KIDZ ZONE

Keep the parents and kids happy and everyone is happy!

Title sponsorship of the Kidz Zone at the Foster's Peace Country Classic Agri-Show has a warm and fuzzy with it that puts a smile on everyone's face.

The Kidz Zone sponsor gets a display space right at the entrance into Evaskevich Hall just as you come through the main entrance to the Show in the TARA Centre.

Not only do you get that area – 16 feet wide by 10 feet deep – to display whatever you want to present or do handouts and interactions with the public, there is a room near your booth where kids and their parents can go to relax, do some coloring or watch kids shows on the TV.

We also have 150 passes for you for the Evergreen Park Kids Zone for you to give away. The Park Kids Zone is located in Gordon Badger Stadium at JDA Raceway and is open until mid-April.

The Show will produce directional signage that will appear in the TARA Centre guiding guests to the Zone; you will receive a full page ad in the Show program; you will appear on the promotional screens at Evergreen Park; your logo, with a link to your website, will appear on the Show page on the Evergreen Park website; you will be included in the special Show spread in the Northern Horizon newspaper; your logo and information about the Zone will be included in the handouts at the entrance to the TARA Centre; and there will be shout-outs to your company on the Evergreen Park social media platforms.

Cost for the Kidz Zone sponsorship is \$1,500.





# YOUTH PROGRAM

The future of agriculture is in the hands of the youth and what better way to support what the young people are doing than to be part of the Youth Livestock Judging Program at the 35th Foster's Peace Country Classic Agri-show.

The Youth Program is being held on the Saturday of the Show in the Drysdale Centre and includes a variety of judged events including beef and steers looking at grooming and showmanship.

Sponsorship, valued at \$2,000, includes a full page ad in the Show program; your logo on the cover of the Youth Program special information sheet on the day of the event; PA announcements at the event; banners (provided by you) that will be in place in the Drysdale all three days of the event; promotion on the Evergreen Park screens; your logo and a link to your website on the Show website page; recognition on the Show sponsor thank-you boards; directional signage with your logo on it in front of the TARA Centre and at the entrance to the Drysdale Centre; visibility in the special Show section in the Horizon North newspaper; you logo on all greeter handouts at the Show; and shout-outs on the Evergreen Park social media platforms.

For **\$100** your logo will go on the Evergreen Park promotional screens and you will be listed in the event program; for **\$250** you will be on the screens, get a biz card size ad in the main Show program and appear in the event program; for **\$500** you will get a half-page ad in the main Show program, screen presentation, PA announcement at the event and appear in the event program; and for **\$1,000** you will receive a full page ad in the main Show program, PA announcements at the event and receive an ad in the event program. All sponsors receive a logo and link on the Agri-show page on the Evergreen Park website.





PICK YOUR SIZE

# SHOW PROGRAM

If you want to get your message out, the Foster's Peace Country Classic Agri-Show program is a great way to do just that.

The program is full color – covers and inside pages - and your ad would appear in the program all three days of the Show. The program is distributed for free at the main entrance in the TARA Centre to Show attendees.

The program includes stories, exhibitor names and locations, a venue map and a daily updated insert outlining the schedule of events each day and other pertinent information.

There are several size options. All inside full pages are just \$300; half pages are only \$200; and quarter pages are \$125. Deadline to submit your ad (camera-ready in PDF format preferred) is February 14.





PRESENTING SPONSOR

# HOSPITALITY LOUNGE

The Kin Room in the TARA Centre is the area for the hospitality lounge. It is an area where exhibitors can grab a beverage or a bite and relax during and for a time after the Show Thursday, Friday and Saturday. It is also the venue for the Farm Family Luncheon on the Friday of the Show.

You would have the ability to set up a table or kiosk outside the entrance into the room, in the grand hallway, to interact with the public. Your logo, with a link to your website, would also appear in the Agri-Show sponsor section on the Evergreen Park website as well as on the promotional screens around the Park from 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 two venues during the Show. You would also receive a full page ad in the Show program, have a presence in the special Show section in the Horizon North newspaper before the Show and your logo and Hospitality Lounge info would be included on all greeter handouts distributed at the TARA Centre entrance.

We have a bartender and other staff who look after ensuring the food and beverages are taken care of, but if you wanted to place table signs or hand out company swag you are welcome to.

Your staff, if you sent any, would be there to engage and mingle with the exhibitors and public and have some fun. 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.

Cost for this is \$1,000.





**DON MOON**

**Marketing & Sponsorship Manager**

780-532-3279

dmoon@evergreenpark.ca

[www.evergreenpark.ca](http://www.evergreenpark.ca)