

SPONSORSHIP OPPORTUNITIES

**COCHRANE & DISTRICT AG SOCIETY
COCHRANE, ALBERTA**



2017
**COCHRANE
FAIR**

AUGUST 18, 19, & 20

Cochrane & District Agricultural Society



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COCHRANE FAIR

August 18, 19, & 20, 2017



Cochrane & District Agricultural Society – Creating Partnerships

The Cochrane & District Ag Society has been operating as a non-profit organization since 1973 and provides an excellent regional recreational facility with an equestrian focus. Throughout its history, the CDAS has emphasized the importance of building mutually beneficial partnerships with the local and regional community. Our iconic grounds at the NW corner of Highways 1A and 22 provide an excellent venue for many such partnerships, including events such as the family-oriented Annual Cochrane Fair.

Sponsorship Opportunities

We would like to offer you the opportunity to join us this summer, August 18, 19, & 20, 2017, as we host our 5th Annual Cochrane Fair. The success of this event has been amazing. We have seen our attendance numbers grow from 8,200 in 2015 to over 15,000 in 2016.

The Annual Cochrane Fair draws people from both rural and urban areas in the region for a family celebration. Families come from the countryside around Cochrane, from Cochrane, from Calgary, Cremona, Water Valley and Bragg Creek. Others come from further afield including Canmore, Okotoks, Airdrie, Chestermere, Olds, Sundre and High River. Our Cochrane Fair provides the ultimate opportunity to reinforce your company's brand and increase its visibility while contributing to a great community event.

This year plans are in the works to add some very exciting events which will complement the great features continuing from our past Fairs. We will continue to offer the Midway rides, equestrian events (Team Roping, Extreme Cowboy, and horse demonstrations); mutton busting for the kids, wagon rides, the Market Place and the Bears paw Bench Show.

This package contains information on the many opportunities available to your company. Please take a look through and find out what the Cochrane Fair can do to shine a spotlight on your company this August. Sponsorship & advertising packages are fully customizable. We will work with you to tailor a package that will bring the greatest value to your company!

There are six levels of sponsorship available for the Cochrane Fair 2017. Choose to sponsor one aspect of the Fair or multiple events. In-kind equivalent donations are also gratefully accepted. Or if you wish to just go with an advertising option these are outlined on page 4.

To explore the sponsorship options that best suit your company's marketing strategies, please contact:

Stan Cena
Fair Committee
587-581-1487
scena@shaw.ca

Molly Sapergia
CDAS General Manager
(403) 973-3250
cochraneagsociety@gmail.com



Sponsorship Levels

Diamond	\$10,000 +
Platinum	\$5,000 +
Gold	\$2,500 +
Silver	\$1,000 +
Bronze	\$500 +
Patron	\$100 +

There are opportunities to sponsor specific events with your corporate name and logo prominently displayed at that event. As well, there are general advertising opportunities to maximize your company's visibility to all Fair goers. All sponsors will be recognized on the Fair's sponsor board.

Sponsors will also receive complimentary tickets to the Fair – 2 at the Patron level, 5 at the Bronze level, 10 at the Silver and Gold level, 15 at the Platinum level and 20 at the Diamond level.

Sponsors at the Gold level and above will also have booth space (indoor or outdoor) in the Market Place. For other exhibitors, sponsorship contribution levels will be a determining factor in the selection process for exhibitor booth allocation.

The range of specific sponsorship and advertising opportunities are listed on the next pages. We will be more than happy to customize a package that best meets your company's needs.

We do offer past sponsors the right of first refusal until April 30th for the events that they sponsored in 2016. After that, any previously sponsored event will become available to other potential sponsors.





Sponsorship Opportunities

The range of specific events available for your company's sponsorship include:

- Special Event Zone (specially designated area with live entertainment) -- \$10,000
- Beer garden -- \$5,000
- Wagon rides -- \$5,000
- Pancake breakfast -- \$5,000
- Mechanical bucking bull -- \$3,000
- Corn-eating contest -- \$500
- Pony rides -- \$2,500
- Children's Zone – overall sponsor -- \$2,500
 - Specific area sponsors:
 - Kids roping -- \$500
 - Pick a Pony Pit -- \$500
 - Photo booth -- \$500
 - Farm animals -- \$500
 - Special activity zone - \$500
- Outdoor arena – overall sponsor -- \$10,000
 - Specific event sponsors:
 - Team roping -- \$1,000
 - Mini-chucks -- \$1,000/wagon (6 wagons)
 - Mutton busting -- \$1,000
 - Kids arena events -- \$1,000
 - Equestrian demos -- \$500 per event
 - Search & rescue dogs -- \$500
- Market Place – specific event/area sponsors:
 - Western fashion show -- \$3,000
 - Rabbit agility -- \$1,000
 - Arcade games -- \$1,000
 - Face painter -- \$500
 - Bottled water supplier for all vendors -- \$500
 - Nursing area -- \$300



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Advertising Opportunities

As well as the sponsorship opportunities, the Cochrane Fair provides a number of non-exclusive advertising opportunities. These include:

- Highway frontage (Hwy 1A) corporate signage
 - \$1,000 for one 4' x 8' sign or \$1,500 for two 4' x 8' signs
- General parking area corporate signage
 - \$500 for one 4' x 8' sign; \$750 for two signs; \$1,000 for three signs

(All signs to be provided by advertiser)
- Website advertising – corporate logo with website hyperlink on Fair website
 - \$300 - \$1,000 – size of logo increases as contribution increases





SPECIFIC SPONSORSHIP / ADVERTISING REQUEST

Please complete this form, scan it, and email to cochraneagsociety@gmail.com or download the electronic version at www.cochranefair.com.

Company Name _____
(Please print as you would like the company name to appear)

Address: _____

Primary Contact: _____
(Please print)

Title: _____ Phone number: _____

Email: _____ Website: _____

Total contribution: _____

Details of sponsorship / advertising package:

Authorization

I, as duly authorized representative of the company identified above, do hereby authorize the above listed sponsorship contribution for the 2017 Cochrane Fair and accept the decisions of the Fair Committee.

Authorized Representative's Signature

Date

Please print name

Please make cheques payable to: Cochrane & District Agricultural Society, P.O. Box 897, Cochrane, Alberta, T4C 1A9; or use e-transfer to: cochraneagsociety@gmail.com