



**COLLINGWOOD
AGRICULTURAL
SOCIETY**

Sponsorship Partner Program

COLLINGWOOD AGRICULTURAL SOCIETY

INTRODUCTION:

The overall purpose of the Collingwood Agricultural Society is to participate in the interests & needs of the community and to promote agriculture. Accordingly, the Board of Directors of the Collingwood Agricultural Society is seeking support from the members of the community.

Our main showcase is our annual Fall Fair – the Great Northern Exhibition. Fairs are and have been a part of rural Canada for any years. These meeting places provided for the community of yesterday and today. The goal of the Collingwood Agricultural Society is to present agriculture in a manner that is both educational and entertaining to all ages of Fair-goers. The traditional competitive element embraced for many years in exhibiting is retained. This makes the G.N.E. meaningful to everyone and ensures that top quality products and livestock are showcased. The Country Fair continues to improve the quality of life in Ontario and is an aspect of our community as important as any other function.

HOW IS THE G.N.E. FINANCED?

Through the support of community-minded individuals, Service Clubs, small and large businesses, professional practices, corporations and GNE volunteer-operated fundraising events.

HOW CAN YOU HELP?

Become a Sponsorship Partner of a particular G.N.E. event or of the Fair in general. As a designated Sponsor, your support is recognized throughout the Fair! For example, events that have Sponsors are Education Day, the Ambassador program, the Photography Show, livestock shows, horse shows, etc. The satisfaction of participation in the growth and development of your community will offer ongoing rewards to you.

RECOGNITION:

Sponsors of the Great Northern Exhibition (G.N.E.) receive excellent on-site recognition of the participation in the Fair.

In addition, the Collingwood Agricultural Society is a registered charitable organization and issues tax receipts to individuals for all contributions if required.

Finally, Sponsors receive recognition in the Fair Prize Book, public recognition during the Fair at their designated sponsor area and permanent advertising on the Fairgrounds throughout the year (Please see sponsorship levels for further details).

LEVELS OF SPONSORSHIP:

Starting Gate	\$10.00 to \$99.00
Friend of the Fair	\$100.00 to \$299.00
Fair Builder	\$300.00 to \$499.00
Bin Filler	\$500.00 to \$999.00
Hay Maker	\$1,000.00 to \$2,999.00
Country Squire	\$3,000.00 and over

STARTING GATE

This category offers many options to the Sponsorship Partner and it's a great way to enter the program.

As a "Starting Gate" Sponsorship Partner helping the G.N.E., you will be recognized as follows:

- Name to appear in Prize Book as an event Sponsor.
- Award presentation at event, if requested, with PA announcement of your support.
- Official tax receipt will be issued to Sponsors of \$10.00 or more if required.
- Your name as a Sponsorship Partner will appear on the Sponsorship Billboard in the Agricultural Building.

Contribution: \$10.00 to \$99.00

FRIEND OF THE FAIR

This category offers many options to the Sponsorship Partner and it's a great way to be a part of the program.

As a "Friend of the Fair" Sponsorship Partner helping the G.N.E., you will be recognized as follows:

- Two fair passes
- Name to appear in Prize Book as an event Sponsor.
- Award presentation at event if requested, with PA announcement of your support.
- Official tax receipt will be issued if required.
- Your name as a Sponsorship Partner will appear on the Sponsorship Billboard.
- Invitation to our President's Reception in October.

Contribution: \$100.00 to \$299.00

FAIR BUILDER

As a “Fair Builder” you have taken a larger step towards helping to support this outstanding community tradition. Sole Sponsorship of many events and activities can be achieved at this category.

As a “Fair Builder” Sponsorship Partner helping the G.N.E., you will be recognized as follows:

- Four fair passes.
- Name to appear in Prize Book as an event Sponsor.
- Award presentation at event if requested, with PA announcement of your support.
- Official tax receipt will be issued if required.
- Your name as a Sponsorship Partner will appear on the Sponsorship Billboard.
- Invitation to our President’s Reception in October.
- Year round 2’ x 2’ sign supplied by you and to be mounted at the Fairgrounds for year-round advertising.

Contribution: \$300.00 to \$499.00

BIN FILLER

This category illustrates your strong commitment towards the G.N.E. It allows for sole sponsorship of many larger events and activities at the G.N.E.

As a “Bin Filler” Sponsorship Partner helping the G.N.E., you will be recognized as follows:

- Six fair passes.
- Name to appear in Prize Book as an event Sponsor.
- Award presentation at event, if requested, with PA announcement of your support.
- Official tax receipt will be issued if required.
- Your name as a Sponsorship Partner will appear on the Sponsorship Billboard.
- Invitation to our President’s Reception in October.
- Year round 4’ x 4’ sign supplied by you and to be mounted at the Fairgrounds for year-round advertising.

Contribution: \$500.00 to \$999.00

HAY MAKER

Being at the level of “Hay Maker” allows you to sponsor a major special-interest event or activity. Major attractions such as the children’s Activity Tent or the ongoing outside stage entertainment are just a few examples that the “Hay Maker” can consider.

As a “Hay Maker” Sponsorship Partner helping the G.N.E., you will be recognized as follows:

- Eight Fair passes.
- Name to appear in Prize Book as an event Sponsor.
- Award presentation at event, if requested, with PA announcement of your support.
- Official tax receipt will be issued if required.
- Your name as a Sponsorship Partner will appear on the Sponsorship Billboard.
- Invitation to our President’s Reception in October.
- Year round 4’ x 8’ sign supplied by you and to be mounted at the Fairgrounds for year-round advertising.
- Logo on the Collingwood Agricultural Societies website as a banner ad.

Contribution: \$1,000.00 to \$2,999.00

COUNTRY SQUIRE

The funds from “Country Squire” contributors will be used to support high-profile, multifaceted activities at the Great Northern Exhibition. For the most part, these activities will be major, theme-oriented, Special Events or education projects designed to attract the interest of a wide cross-section of the general public. Example: Education Day, Fair Ambassador Program, A Themed Building, etc.

Being associated with a high-profile activity ensures a high level of public recognition for the “Country Squire” sponsor. The G.N.E. is always open to suggestions for co-operative sponsorship ventures which might be mutually beneficial and improve the Fair.

As a “Country Squire” sponsor, helping the G.N.E., you will be recognized as follows:

Contribution: \$3,000.00 and over.

PRIVACY STATEMENT

“Any information collected by the Collingwood Agricultural Society regarding members, exhibitors, commercial exhibitors, sponsors, directors and any other persons related directly to the business of the Collingwood Agricultural Society and the Great Northern Exhibition, will be solely used for the purposes of promotion of the Collingwood Agricultural Society and the Great Northern Exhibition and for the maintenance of their files and data base. Any member, exhibitor, commercial exhibitor, sponsor or director realizes that when they agree to take part in the Collingwood Agricultural Society and the Great Northern Exhibition, that their names may be published for these reasons only. None of this information whatsoever will be sold or transferred to any outside part for any reason.”