



The 2026 Collingwood Agricultural Society Sponsorship Package



Why Support the Great Northern Exhibition?

For nearly 170 years, the Great Northern Exhibition (GNE) has brought our community together to celebrate agriculture, local businesses, and rural heritage. In 2026, we proudly mark the 169th year of this beloved tradition. Our fair theme this year is Country Roots & Cowboy Boots.

The Collingwood Agricultural Society's mission is to celebrate and promote agricultural heritage while sustaining the fairgrounds as a vibrant community gathering place. Through education, entertainment, and tradition, the GNE continues to connect generations and strengthen our region.

How Is the GNE Supported?

The GNE is made possible through the generous support of:

- ✓ Local businesses
- ✓ Community organizations
- ✓ Service clubs
- ✓ Professional practices
- ✓ Corporations
- ✓ Individual donors
- ✓ Volunteer-run fundraising events

Community sponsorship ensures the fair remains affordable, accessible, and impactful for families, youth, and agricultural exhibitors.

How Can You or Your Business Get Involved?

Sponsorship is a meaningful way to:

- ✓ Showcase your business to thousands of fairgoers
- ✓ Demonstrate community leadership
- ✓ Support youth, agriculture, and local tradition
- ✓ Build positive brand recognition

Opportunities include sponsorship of:

- ✓ Education Day
- ✓ Ambassador Program
- ✓ Livestock Shows (cattle, sheep, horses, chickens, and more)
- ✓ Homecraft, Photography & Arts Exhibits
- ✓ Special Events (truck pull, demolition derby, tractor pull, lawn mower races)
- ✓ and so much more!

Recognition & Benefits

As a GNE sponsor, your business will receive:

- ✓ On-site signage during fair weekend
- ✓ Public recognition through PA announcements
- ✓ Listing in the official GNE Prize Book
- ✓ Placement on the Sponsorship Billboard in the Agricultural Building
- ✓ Community visibility across multiple generations
- ✓ A charitable tax receipt (CAS is a registered charity)

Levels of Sponsorship

1. Starting Gate	\$10-\$99
2. Friend of the Fair	\$100-\$299
3. Fair Builder	\$300-\$499
4. Bin Filler	\$500-\$999
5. Hay Maker	\$1,000-\$2,999
6. Country Squire	\$3,000-\$4,999
7. Grand Champion	\$5,000+

1. Starting Gate

Sponsorship Amount: \$10–\$99

- ✓ Recognition in the GNE Prize Book

2. Friend of the Fair

Sponsorship Amount: \$100–\$299

- ✓ Recognition in the GNE Prize Book
- ✓ 2 Fair Passes
- ✓ Invitation to the President's Reception

3. Fair Builder

Sponsorship Amount: \$300–\$499

- ✓ 4 Fair Passes
- ✓ Invitation to the President's Reception
- ✓ 2' x 2' On-site Sponsor Sign (sign provided by you)

4. Bin Filler

Sponsorship Amount: \$500–\$999

- ✓ 6 Fair Passes
- ✓ Invitation to the President's Reception
- ✓ 4' x 4' On-site Sponsor Sign (sign provided by you)

5. Hay Maker

Sponsorship Amount: \$1,000–\$2,999

- ✓ 8 Fair Passes
- ✓ Invitation to the President's Reception
- ✓ 4' x 8' Premium On-site Sponsor Sign at a Sponsored Event (sign provided by you)
- ✓ Logo on the Collingwood Agricultural Society/Great Northern Exhibition's website

6. Country Squire

Sponsorship Amount: \$3,000–\$4,999

- ✓ 10 Fair Passes
- ✓ Invitation to the President's Reception
- ✓ 4' x 8' Premium On-site Sponsor Sign at a Sponsored Event (sign provided by you)
- ✓ Verbal Recognition during Opening Ceremonies
- ✓ Logo on the Collingwood Agricultural Society/Great Northern Exhibition's website

7. Grand Champion

Sponsorship Amount: \$5,000+

- ✓ 15 Fair Passes
- ✓ Invitation to the President's Reception
- ✓ 4' x 8' Premium On-site Sponsor Sign at a Sponsored Event (sign provided by you)
- ✓ On-stage or PA Recognition as a Major Partner
- ✓ Opportunity to Present Awards at a Sponsored Event
- ✓ Logo on the Collingwood Agricultural Society/Great Northern Exhibition's website

Premium Driveway Sponsor Signs

(Limited Availability – High-Visibility Locations)

Showcase your business year-round at the entrance to the Great Northern Exhibition with premium driveway signage. These large format signs are positioned along the main driveway, providing continuous exposure to fairgoers, event visitors, and the broader community throughout the year.

Details:

- 4' x 8' full-colour sign (supplied by sponsor)
- Prime placement along main driveways for maximum vehicle and pedestrian visibility
- Displayed year-round for ongoing brand recognition
- Available exclusively to Hay Maker, Country Squire, and Grand Champion sponsors
- Limited locations available – reserved on a first-come, first-served basis

Investment:

- \$500 per calendar year (in addition to sponsorship level)

Maintenance & Installation:

- Sign maintenance is the responsibility of the sponsor
- Mounting posts are supplied and maintained by the Collingwood Agricultural Society

For availability inquiries, please contact **sponsorship@greatnorthernex.com**

We sincerely thank you for considering our sponsorship program and for supporting the ongoing success of the Great Northern Exhibition. Your partnership helps keep this long-standing community tradition thriving.

For more information or any questions please reach out to:

Melissa Ferguson

Sponsorship Chairperson

 sponsorship@greatnorthernex.com

 705-331-7554

Prize Book Advertising Disclaimer

Please note that the sale, placement, and management of advertising in the official GNE Prize Book are handled independently by The Creemore Echo and are not administered by the Collingwood Agricultural Society. The Creemore Echo will make every effort to accommodate advertiser requests for placement within specific sections of the Prize Book, subject to availability and layout requirements.

For information about rates, deadlines, or to reserve advertising space, please contact:

The Creemore Echo

 sales@creemore.com

 705-466-9906

Collingwood Agricultural Society 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 database. 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 party for any reason.