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**175th Anniversary**

# **Peterborough Exhibition**

August 6, 2020-August 9, 2020, inclusive

## **SPONSORSHIP PACKAGES**



The Peterborough Agricultural Society, 11 Roger Neilsen Way, Peterborough ON K9J 0A4

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



# CELEBRATE 175 YEARS WITH US!

We invite you to help The Peterborough Exhibition celebrate 175 years of fun in the community and showcasing the pride of agrifood producers and farmers in the Peterborough area! We have sponsorship packages designed to meet your needs and budget so you can reach the many potential customers that will pass through our gates this year during the Ex. Don't see something that meets your needs exactly and maybe you want to do a combo or some kind of hybrid? Talk to us! We're flexible and will work with your budget.

## SO, WHAT'S IN IT FOR ME?

We're looking to be your partner. As a local non-profit community organization run by volunteers and with a mission to support local food, hosting the Ex takes time and money. As a valued supporter, you will be helping a great and long-standing tradition in the City of Peterborough and, in return, we will give you value by being part of your marketing plan. After all, where else can you reach over 10,000 people ready to buy in such a short amount of time. Consider the advantages:

- Low-cost advertising
- Flexible marketing options
- Unique marketing ideas
- Your chance to personally reach out to clients
- Immediate and visible impact: your brand and message will be seen repeatedly
- Web promotion that keeps working when the Ex is over

## SOME FAST FACTS

- More than 10,000 visitors pass through the gates each year during the 4-day event
- Exhibition visitors are not just local but also from out-of-town
- Over 26,000 cars pass Morrow Park
- We're the only major fair between Toronto and Ottawa in August!

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# We have a package for everyone!

## THE SHOESTRINGER

If you're a start-up business or a one-person entrepreneur, you know that money is tight. But you also know that you have to find ways of getting your name out there. The Shoestring is a perfect package for you to expose your little company to thousands. It doesn't matter if you're a handyman, a little service company or someone with the next big idea, you should check this.

With a budget spend of \$150, you get:

- Your company name is mentioned on the website as a sponsor, with a logo and hyperlink to your site. No site? Okay, sure, a link to your email.
- Fun marketing fact: external links to your site drives business!
- Your company mentioned on the promotional program handed out at the Ex
- Passes for yourself and a helper to the Ex

You want to upsize that? How about \$50 extra and we can turn that mention into a little advertisement with your phone number on that program mention. Your ad will have a CALL TO ACTION that tells them to buy from you, an important marketing tool you should always use in every ad!

Fun fact: after the Exhibition is over, your website link on the Ex website keeps working for you! That is value. Get seen. Attract clients. Keep the budget in line. That's some good work there, executive!

## THE DOWNTOWNER

You might not have considered it, but all those folks down at the end of George Street running around at the Ex are potential customers at your place downtown. So why not try to give them incentive to visit, come buy something and build loyal customers? After all, big stores can't sell what you're selling. So, hey, there's that. The Downtowner gives you a unique opportunity to connect with all of those people and get your shop's name out front.

Consider these options and what you get:

- Street Level: \$150 - your shop name, phone number and address with a link to your shop website or platform, and your business mentioned on the promotional program handed out at the Ex, plus passes for 2 to the Ex
- Uptown: \$200 - all that Street Level includes PLUS an advertisement on the promotional program with a CALL TO ACTION that will motivate visitors to go to your shop, and you can track back to the Ex.

Still not enough? Maybe you want to REALLY incentivize that call to action with a deal? Check out The Couponer below.

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## **THE COUPONER**

You may want to REALLY amp up your marketing efforts and do some kind of discount campaign, but you can't afford traditional direct mail flyers. But what if we told you that you can do that, and reach thousands of folks that will get your offer in their hot (and possibly sticky hands)? Check out The Couponer!

You get all the benefits of The Shoestring and The Downtowner, but now your business will have the added value of more prominence because your COUPON will be a big part.

For a \$250 spend, you get:

- Your company name is mentioned on the website as a sponsor, with a logo and hyperlink to your site. No site? Okay, sure, a link to your email.
- Your UNIQUE COUPON OFFER appears as part of the promotional program handed out at the Ex, with your phone number, address, logo and ONE UNIQUE SELLING OFFER with a CALL TO ACTION that makes people want to buy
- In order for your coupon to be successful, you MUST make the offer TIME-LIMITED and create URGENCY so they take advantage
- You will be able to track back the number of responses to the Ex's visitors and watch your sales!
- Passes for yourself and up to 3 employees to the Ex

Now you're doing some marketing and attracting people to your door! Keep reading though...there's way more options that you can consider along with this.

## **THE PRIZE BOOK SUPPORTER**

Maybe you want to help support our Prize Book and have your business name associated as a way of getting attention? Every fair has a "prize book" that has different categories that people can enter anything from crafts and home baking to livestock and produce. Top prizes come with a little prize money (very small amounts). Your business can help support these competitions and get exposure. Check these Prize Book Supporter levels:

Yellow Ribbon: \$25 and your business name supports one prize book category, with mention in each category

White Ribbon: \$50 and your business name supports two prize book categories, with mention in each category

Red Ribbon: \$100 and your business name supports four prize book categories, with mention in each category

Blue Ribbon: \$200 and your business name supports eight prize book categories, with mention in each category

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## **THE POP-UP**

Ever wanted to run your own business full-time but didn't know how that might play out? Do you have a product that you KNOW that people will buy every hour of every day, and you're just itching to do it? Have you just wanted to sell something that fairgoers would buy and never thought about acting on it? The Pop-Up is your solution!

Whether you want to test your business or product idea and use the Ex as your lab to sell to everyone, or you make some tasty foods that you think should be in the stomachs of people at the Ex, this is your ticket. The Pop-Up will let you go from kitchen table idea to the start of a viable business that you can take to the next level after the Ex.

So, what is it?

You get to run your own Pop-Up store! We supply the booth space, electricity and visitors. You supply the product, someone to sell it, materials and samples, and moxy to do it. You'll have to also supply some documents that cover yourself, like any smart business person knows. You can distribute your own marketing materials at your pop-up.

What does it cost? Let's look at your options:

The Foodie Pop-Up: \$150 - one 10'x10' space with water hookup and electricity

Food Truck Food Court: \$150 - space for your food truck (the normal size, not a school bus, m'kay?)

Marketplace: \$150 - one 10'x10' space with electricity (no water hookup if not food related)

You are entitled to 3 free passes to the Ex (one for yourself and 2 helpers).

Need more than just the space and thinking that maybe your little pop-up will need some marketing support so people know more? You're about to level up...the BIG PANTS LEVEL!

## **THE RINGER**

Ever see those ads on the boards of hockey rinks and say, "one day, our company is going to have our name out there like that." Well, the Ex has opportunities for your business to do just that. You can advertise your company using vinyl banner ads that are zip-tied to fencing in the main dirt ring where events are held, visible to the outdoor grandstand seating where your clients will be sitting.

Fun fact: the signs that are posted in the dirt ring area can also be seen by local media reporters and community television, giving your brand greater exposure. Meaning: your logo and business name gets greater coverage beyond the grandstands.

For \$500, your vinyl banner ad enjoys exposure to thousands of people during the Ex. You must supply an **outdoor** vinyl banner ad, preferably 6'x4'. You select what area of the dirt ring you want it. If you plan to have multiple banners to ensure maximum exposure, each additional space will be \$150 to a maximum of 4 banners total, or a cost of \$900.

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## **BIG PANTS**

Who's wearing big pants? YOU ARE!

That's because you have some big marketing ideas, and big marketing ideas need more support to grow your business. That's why the Big Pants level is a logical upsized to move the name of your business from humble mention to greater recognition. But not like that person at the office who writes in ALL CAPS in every email. Yeah, that's not the recognition you want. You want your BRAND to be seen and your BRAND MESSAGE to be remembered.

Check out what's on the rack and see which pair fits your needs:

Blue Jeans: \$500. For the hard-working entrepreneur you are, you get:

- Your logo and link on the Ex website
- An advertisement with your phone number and website or street address and a unique selling proposition or branding featured prominently
- Passes to the Ex for yourself and 5 guests
- Named sponsor of an event at the Ex or a major sponsor of a prize book category, and in media
- Regular mentions and credit during sponsored events

Khakis: \$1000. You're moving up the ladder. Almost to the corner office! You get:

- Your logo and link on the Ex website
- An advertisement with your phone number and website or street address and a unique selling proposition or branding featured prominently
- Passes to the Ex for yourself and 10 guests
- Major sponsor of an event at the Ex or a major sponsor of a prize book category
- Regular mentions and credit during sponsored events, and in media
- A Pop-Up space for your company!
- Brand prominence that gives you exposure throughout

Dress Pants: \$2000. Like a boss! You get:

- Your logo and link on the Ex website
- An advertisement with your phone number and website or street address and a unique selling proposition or branding featured prominently
- Passes to the Ex for yourself and 20 guests
- Major sponsor of the Ex or a major sponsor of a prize book category
- Regular mentions and credit during sponsored events, and in media
- A Pop-Up space for your company!
- Major brand prominence and mentions

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## **MUSIC OR PERFORMANCE ARTIST SUPPORTER**

Just like that scene from “Wayne’s World”, we could start listing some random band names that aren’t even confirmed. But, we won’t do that. We’re working on a list of entertainment acts and stuff that people will like, and some of those acts cost money. We will welcome any business who wishes to collaborate and sponsor acts that we want to attract to the Ex.

What does this mean? We would need you to be at the “Sponsor A Whole Day” marketing package if you wanted to sponsor a band or performance and still enjoy the benefits associated with those levels.

Pretty cool, and you get bragging rights that YOUR BUSINESS is sponsoring some performer or group appearing at the Ex and, hey, don’t forget to visit you online and buy your awesome product!

Example: [SOME BAND] PRESENTED BY [YOUR COMPANY], [YOUR COMPANY’S BRAND AND MESSAGE], {A CALL TO ACTION}

So if you want to be a music or performance sponsor, please let us know and that would be awesome.

## **PROGRAM ADVERTISING**

If you require something more than what we presented earlier, like a larger advertisement in the program for greater exposure, you can consider these add-ons when combined with the highest amount listed in a category you’d like to use. For example, if you’re going to use The Downtowner, you’d have to select the Uptown level and then we will upsize your ad according to the scale below which will be bigger than the standard sized ad you would get (2”x1”).

2”x 2” \$25 additional

3”x 2” (or 2”x 3”) \$50 additional

3”x 3” \$75 additional

4”x 3” (or 3” x 4”) \$100 additional

## **SPONSOR A WHOLE DAY!**

Ever wanted to just “own” something and get your business name out there in a big way? The Ex can give your business the chance to increase your level of engagement and reach people in a way that cannot be ignored.

At a \$5000 level, you receive the following:

- The day you select in the schedule will be listed as [YOUR BRAND/COMPANY] DAY!
- Your brand will be listed as a major sponsor of the Ex
- This will also be reflected in media promotions of the Ex and social media
- A space for your business to showcase your products and invite visitors for a unique selling opportunity
- Coupon promotions included
- An advertisement for your company on the program
- Front-gate engagement with visitors - handing out samples, branded tote bags with your product, pens, whatever you want!

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## **THE PROMO ITEM SUPPORTER**

Since it is the 175th Anniversary of the Ex, you can't just do it without making some kind of promotional item. So here's your chance to put YOUR BRAND in front of visitors and give them something that shows it off!

OPTION 1: We plan to produce a t-shirt for the Anniversary and you can get your business name and logo on it. The amount you pay will depend on the size of space on the shirt that you want to occupy.

OPTION 2: You can co-brand a promotional item with your brand and company name and Ex 175th Anniversary. If you have a promotional item in mind, please contact the Ex to discuss.

## **DONATIONS IN-KIND**

We will accept donations of products and services in-kind and provide exposure and promotion at an equivalent level. Since the Ex can always use the help of businesses and organizations to help with requirements at the Ex, we will put your name out front as a valued sponsor. Please contact us and we'd love to work with you!

Examples (ask us if you don't see what you want!):

- You provide co-branded promotional material with your logo and the Ex 175th logo and we will provide you with an equivalent value of promotion and exposure for your business
- You donate a service and we provide you with an equivalent value of promotion and exposure for your business
- You donate some equipment that can be used during the fair and we provide you an equivalent value of promotion and exposure for your business

## **LONG-TERM PARTNERSHIPS AND NAMING RIGHTS OPPORTUNITIES**

The Peterborough Exhibition has long-standing traditions and relationships with many companies and organizations in the city and surrounding region for many years. We would like to invite you to consider partnering with us over the long-term and also invite your proposals for partnerships if you have something that works mutually!

Examples:

- Name a building
- Long-term branding and brand presence
- Lots of possibilities

## SUMMARY

Don't see something on here? Please let us know what you have in mind and we'll work with you!

PACKAGE	WHO'S THIS FOR?	PRICE	WHAT IS IT?
The Shoestring	Start-ups, contractors, home-based businesses, small business on a budget	\$150-200	<ul style="list-style-type: none"> <li>Your company name is mentioned on the website as a sponsor, with a logo and hyperlink to your site.</li> <li>Your company mentioned on the promotional program handed out at the Ex</li> <li>Passes for yourself and a helper to the Ex</li> <li>An ad for \$50 more</li> </ul>
The Downtowner	Retailers! And you don't necessarily have to be downtown!	\$150-200	<ul style="list-style-type: none"> <li>Street Level: \$150 - your shop name, phone number and address with a link to your shop website or platform, and your business mentioned on the promotional program handed out at the Ex, plus passes for 2 to the Ex</li> <li>Uptown: \$200 - all that Street Level includes PLUS an advertisement on the promotional program with a CALL TO ACTION that will motivate visitors to go to your shop, and you can track back to the Ex.</li> </ul>
The Pop-Up	Set up and run your very own business during The Ex or run a booth to promote your existing business!	\$150	<p><u>The Foodie Pop-Up</u>: \$150 - one 10'x10' space with water hookup and electricity</p> <p><u>Food Truck Food Court</u>: \$150 - space for your food truck (the normal size, not a school bus, m'kay?)</p> <p><u>Marketplace</u>: \$150 - one 10'x10' space with electricity (no water hookup if not food related)</p> <p>You are entitled to 3 free passes to the Ex (one for yourself and 2 helpers).</p>
The Ringer	Banner advertising users	\$500 and up	\$500 for the 1st 6'x4' banner ad, each additional is \$150 to a maximum of 4 banners, or a cost of \$900

Prize Book Supporter	Your modest donations make a big difference in helping prize categories!	\$25 and up	<p>Yellow Ribbon: \$25 and your business name supports one prize book category, with mention in each category</p> <p>White Ribbon: \$50 and your business name supports two prize book categories, with mention in each category</p> <p>Red Ribbon: \$100 and your business name supports four prize book categories, with mention in each category</p> <p>Blue Ribbon: \$200 and your business name supports eight prize book categories, with mention in each category</p>
The Couponer	Get your special deal in the hands of visitors at the Ex with a purchase call to action!	\$350	<ul style="list-style-type: none"> <li>● Your company name is mentioned on the website as a sponsor, with a logo and hyperlink to your site. No site? Okay, sure, a link to your email.</li> <li>● Your UNIQUE COUPON OFFER appears as part of the promotional program handed out at the Ex, with your phone number, address, logo and ONE UNIQUE SELLING OFFER with a CALL TO ACTION that makes people want to buy</li> <li>● In order for your coupon to be successful, you MUST make the offer TIME-LIMITED and create URGENCY so they take advantage</li> <li>● You will be able to track back the number of responses to the Ex's visitors and watch your sales!</li> <li>● Passes for yourself and up to 3 employees to the Ex</li> </ul>
Music or Performance Supporter	Help sponsor a musical or performance act and get branding rights!	\$5000	Similar to Sponsor A Whole Day
Program Advertising	Advertise in our program given out at the gate!	Inquire!	Please contact us
Promo Item	Co-brand a 175th Anniversary Ex item	Inquire!	Please contact us

Supporter	and advertise your brand or business!		
Sponsor A Whole Day!	You OWN the day, bud!	\$5000	<ul style="list-style-type: none"> <li>● The day you select in the schedule will be listed as [YOUR BRAND/COMPANY] DAY!</li> <li>● Your brand will be listed as a major sponsor of the Ex</li> <li>● This will also be reflected in media promotions of the Ex and social media</li> <li>● A space for your business to showcase your products and invite visitors for a unique selling opportunity</li> <li>● Coupon promotions included</li> <li>● An advertisement for your company on the program</li> <li>● Front-gate engagement with visitors - handing out samples, branded tote bags with your product, pens, whatever you want!</li> </ul>
Big Pants	Marketing that fits your needs	\$500 to \$2000	<p><u>Blue Jeans: \$500.</u> For the hard-working entrepreneur you are, you get:</p> <ul style="list-style-type: none"> <li>● Your logo and link on the Ex website</li> <li>● An advertisement with your phone number and website or street address and a unique selling proposition or branding featured prominently</li> <li>● Passes to the Ex for yourself and 5 guests</li> <li>● Named sponsor of an event at the Ex or a major sponsor of a prize book category, and in media</li> <li>● Regular mentions and credit during sponsored events</li> </ul> <p><u>Khakis: \$1000.</u> You're moving up the ladder. Almost to the corner office! You get:</p> <ul style="list-style-type: none"> <li>● Your logo and link on the Ex website</li> <li>● An advertisement with your phone number and website or street address and a unique selling proposition or branding featured prominently</li> </ul>

			<ul style="list-style-type: none"> <li>● Passes to the Ex for yourself and 10 guests</li> <li>● Major sponsor of an event at the Ex or a major sponsor of a prize book category</li> <li>● Regular mentions and credit during sponsored events, and in media</li> <li>● A Pop-Up space for your company!</li> <li>● Brand prominence that gives you exposure throughout</li> </ul> <p><u>Dress Pants: \$2000.</u> Like a boss! You get:</p> <ul style="list-style-type: none"> <li>● Your logo and link on the Ex website</li> <li>● An advertisement with your phone number and website or street address and a unique selling proposition or branding featured prominently</li> <li>● Passes to the Ex for yourself and 20 guests</li> <li>● Major sponsor of the Ex or a major sponsor of a prize book category</li> <li>● Regular mentions and credit during sponsored events, and in media</li> <li>● A Pop-Up space for your company!</li> <li>● Major brand prominence and mentions</li> </ul>
In-Kind Sponsorship	Your material or service donation is matched with equal promotional value	Inquire!	Please contact us
Long-Term Partnership	We welcome your ideas for long-term partnership	Inquire!	Please contact us