



SPONSOR OPPORTUNITIES

2023

2023 IS THE 37TH EDITION

ABOUT THE SHOW

We are celebrating the 37th year of the Foster's Peace Country Classic Agri-Show in 2023. The Show, which began in 1986, wasn't held in 2021, goes March 9-11 in 2023. 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. The TARA Centre will be the main venue for all three days of the Show.

Several buildings at Evergreen Park will be used during the Agri-Show.

Both the Drysdale Arena and Lewis Hawkes Arena in the Evergreen Park Pavilion will be hosting major events including the Northern Classic Bull Sale & Show on Friday, Keddie's Horse Program Friday and Saturday and Youth Livestock events on Saturday.

Clarkson Hall will be where the Farm Family of the Year is celebrated Friday with a banquet for about 500 people and JDA Raceway at Gordon Badger Stadium is where the skijoring races will be held on the Saturday of the Show..

"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 37th 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.





BOOTH, SIGNAGE AND MUCH MORE 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! Day 2 of the 2023 Show, is still available while the Thursday and Saturday are taken.

As a Day Sponsor, you will receive exhibitor space in the foyer of the TARA Centre on your day; 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 your 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.





GREET & MEET EXHIBITOR BREAKFAST

Could the key to a potential customer be through their stomach? You can find out when you sponsor the Exhibitor Breakfast on the opening day (Thursday, March 9) at the Foster's Peace Country Classic Agri-Show.

The breakfast is being held in the foyer of the TARA Centre starting a couple of hours before the doors to the Show open.

You would have the ability to put your promotional information on all of the tables in the foyer for the entire show; place roll-up banners in the foyer area all three days; you would be on our sponsor thank-you signs; you would have the ability to hang a banner in the Evergreen Park Pavilion (Drysdale and Lewis Hawkes Arenas); your logo with a link to your website would appear on the sponsor page on the Evergreen Park website; you would be provided with space in the foyer to meet and greet potential customers all three days of the Show; you would appear on our Park promotional screens; and you would get a full page ad in the Show program for all three days as well as recognition in our newspaper advertising.

Cost for this package is \$2,000.





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 37th 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 (coming and going) because each sign includes your company information on the front and on the back and there is a sign on each side of the walkway into Evaskevich Hall - the main exhibitor area and highest traffic spot at the show.

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 promotion on the Park screens starting the day you agree to sponsor; inclusion in the greeter handouts during the Show; your logo in the special Show spread in the Northern Horizon newspaper; and your logo will appear, with a link to your website, on our Show page on the Evergreen Park website.

Sign production cost is the responsibility of the sponsor and the signs will be the property of the sponsor after the Show.





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 two weeks 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 37th Foster's Peace Country Classic Agri-Show March 9-11, 2023, your company will be exposed to the hordes of people who use the two buildings for the 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 Arena, home of the Keddie's Horse Program, and the Drysdale Arena, where the Bull Sale and Youth Program are being held. You also receive promotion on the Park screens starting the day you agree to sponsor; inclusion in the greeter handouts during the Show; your logo in the special Show spread in the Northern Horizon newspaper; and your logo will appear, with a link to your website, on our Show page on the Evergreen Park website.

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 **SNOW, HORSES & FUN**

Horses galloping at full speed and someone on a snowboard or skis at the end of the rope hanging on for dear life ... what could possibly go wrong?

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

In 2023, skijoring will be part of the Foster's Peace Country Classic Agri-Show for the second time. First one was in a parking lot and the second, because of the popularity, was moved to the stadium.

Your company name will be part of the title for this event (i.e. Acme Thunder In the Park - Skijoring) and those rights can be had for just \$2,000. You get a full page ad in the Show program; banners (you supply and number a size we are very flexible on) you hang at the stadium; PA announcements at the event: logo on directional signage around the Park; recognition in Horizon Newspaper Show promotion and on Show sponsor thank-you boards; visibility on Park promo screens from first day you commit to end of Show; radio mentions before and during Show; your logo and link to website on Show page on Park website; shout-outs on Park social media; and ability to set up booths inside and outside Gordon Badger Stadium.



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.

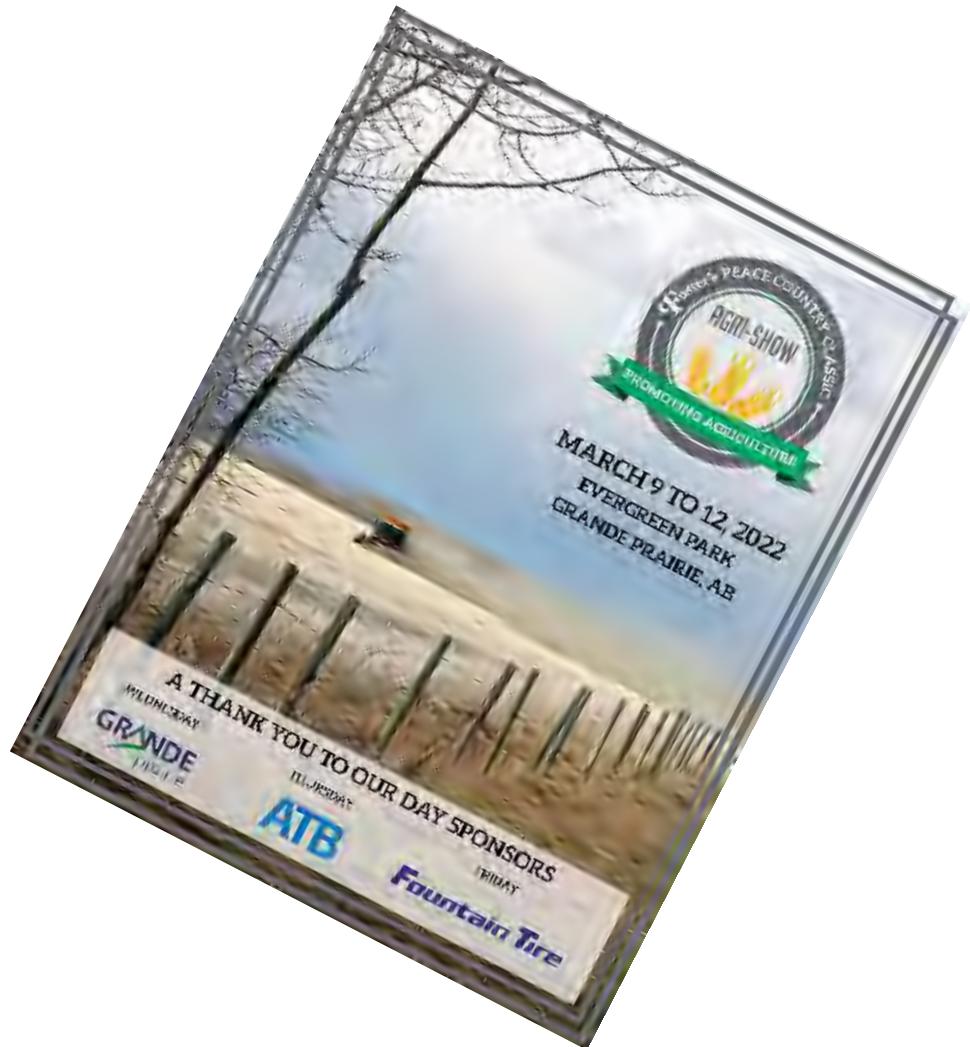
The Kidz Zone sponsor gets a display booth space right at the entrance into Evaskevich Hall just as the public comes through the main entrance to the Show in the TARA Centre.

Not only do you get that area 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.

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.





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. You also receive promotion on the Park screens starting the day you agree to sponsor; inclusion in the greeter handouts during the Show; your logo in the special Show spread in the Northern Horizon newspaper; and your logo will appear, with a link to your website, on our Show page on the Evergreen Park website.

There are several options. Back outside page is \$750, inside cover pages \$500. Inside full pages are just \$300. Deadline to submit your ad (camera-ready in PDF format preferred) is February 17.



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