

Sponsor Handbook

Welcome To The Show



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MARCH 7-9, 2024 EVERGREEN PARK, GRANDE PRAIRIE, AB



ABOUT THE Show

We are celebrating the 38th year of the Foster's Peace Country Classic Agri-Show March 7-9, 2024. The Show began in 1986 and is the largest show of its kind in northern Alberta and one of the largest in all of 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, Kidz Zone and other events - during the Agri-Show. The TARA Centre will be the main venue for all three days of the Show.

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

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

Clarkson Hall will be where the Farm Family of the Year is celebrated on the Friday 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 38th 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.

"Tradition, community spirit, and the opportunity to keep abreast of new technology."

Ag Minister 1968





Day Sponsor

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!

As a Day Sponsor, you will receive:

- Exhibitor space in the foyer of the TARA Centre on your day;
- A 8 x 3 foot two-sided sign hanging from the ceiling at the main entrance to the Show;
- Your logo on the cover of the Show program all three days;
- 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;
- Your logo, with a link to your website, on our Show page on the Evergreen Park website.

The Saturday Day Sponsor is still available - Thursday and Friday have been spoken for.

Cost for this sponsorship is \$2,500.



A great day
for your
company



A community
warm and
fuzzy for
your
company.

Community 50/50

We are offering up the 50/50 for the Foster's Peace Country Agri-Show.

You get your logo on the 50/50 tickets; a booth in the foyer that serves as the 50/50 headquarters and your company promotional space; a full page program ad; presence on our screens at the Park; your logo and a link to your website on our website; social media shout-outs on our social media platforms; your logo on our sponsor thank you banner and more.

Cost is just \$1,500 if you provide two 50/50 sellers for the entire Show or \$2,200 if your company doesn't want to provide sellers.



Signage

Entrance



The Entrance Signage is located in a can't-miss spot leading into Evaskevich Hall - where all of the indoor exhibitors are set up for the annual event.

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 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.

Banners



Stand-up banners would be placed in the TARA Centre and hang-up banners in the Evergreen Park Pavilion.

First-come, first-served in regards to location, but they are all going to be in prominent spots in the TARA Centre as well as 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 you logo will appear, with a link to your website, on our Show page on the Evergreen Park website.

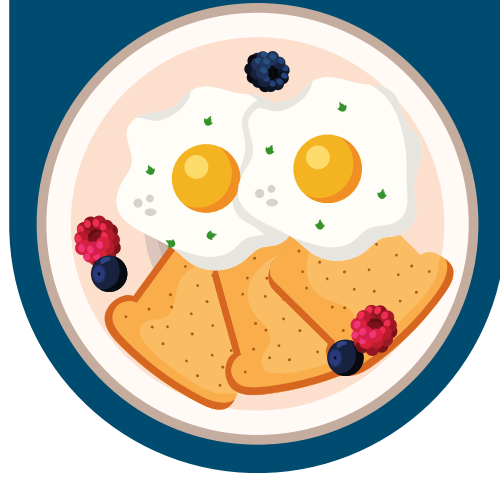
And the real bargain is the price!

Just \$300 and you provide the signage.



Exhibitor Breakfast

Reach potential clients through their stomach.



Can the key to a potential customer be through their stomach? Find out when you sponsor the Exhibitor Breakfast on the opening day (Thursday, March 7) at the Foster's Peace Country Classic Agri-Show in the TARA Centre foyer.

Your package:

- The ability to put your promotional information on all of the tables in the foyer for the entire show;
- Roll-up banners in the foyer area all three days;
- Sponsor thank-you signs recognition;
- 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;
- Space in the foyer to meet and greet potential customers all three days of the Show;
- You would appear on our Park promotional screens;
- 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.

Show Program

The program is full color and distributed for free all three days of the Show.

It includes stories, exhibitor names and locations; venue map; schedule of events each day; and other pertinent information. Your company logo will appear in a special newspaper spread; on the promotional screens at the Park; and there will be a link from your logo to website on the Show website page.

There are several options. Back outside page is \$750, inside cover pages \$600. Inside full pages are just \$400. Deadline to submit your ad (camera-ready in PDF format preferred) is February 17.





Youth Livestock Program



The Youth Livestock Program is being held in the Drysdale Arena on the Saturday of the Show. Booth space would also be available in the foyer of the TARA Centre for your company all three days of the Show.

It would be known as the Youth Livestock Program presented by Your Company and include:

- Full page ad in the Show program;
- Recognition in the Youth Program handout on the Saturday at the event;
- Your logo on our promotional screens from the day you agree to sponsor until the Show ends;
- Logo and link on the Show website page;
- Logo in the Show handout all three days at the TARA Centre;
- Your logo in the special Northern Horizon newspaper Show spread;
- Recognition on our sponsor thank you sign;
- And the ability to hang your banners in prominent spots in the Drysdale Arena.

Cost for this sponsorship is \$2,500 if the sponsor just wants to be visible at the Saturday event or \$5,000 if TARA Centre foyer/Drysdale Arena space wanted on all three days.

Skijoring

In 2024 skijoring will be part of the Foster's Peace Country Classic Agri-Show for the third time.

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 \$1,750. At a full page ad in the Show program; banner, company and number and size we are flexible; hanging at the stadium; PA announcements; 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.





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.



Contact Information :

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