



The Essa Agriplex - Home of The Barrie Fair!

The Essa & District Agricultural Society is a charitable, not for profit organization that provides a wonderful venue and hosts exciting shows to promote agriculture to people within our community.

Our 163rd Barrie Fair in 2016 drew over 40,000 people to the Agriplex to celebrate agriculture. Our other events are growing rapidly including the Hunter/Jumper Shows throughout the season, regular annual rentals from other organizations and our exciting Essa National Draft Horse Exhibition and Antique Show attraction, musical entertainment and a spectacular midway.

AGRIPLEX ADVERTISING PACKAGES

The Essa Agriplex hosts a variety of events throughout the season that you can be a part of! Put your company's name in front of tens of thousands of event participants and spectators.

We offer several advertising packages which promote your business. All of our packages include a full year of advertising exposure that begins from the date of your commitment.

BENEFITS TO YOU

- Exposure to over 60,000 people at ALL Agriplex events, including The Barrie Fair through signage, announcements and promotional print materials
- Media exposure throughout Central Ontario through advertisement in Farm View, Metroland Media (Alliston, Barrie, Innisfil).
- Additional exposure on social media and on the Agriplex website
- Excellent PR opportunity to show your support, as well as growth and development of the Essa Agriplex where the Fair is held each year.

Essa Agriplex
7505 10th Line
Thornton, Ontario
705-726-1200

www.essaagriplex.ca

LEVEL	DIAMOND \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500	FRIENDS \$25-\$250
WEB LOGO + LINK	✓	✓	✓	✓	✓	MENTION OF SPONSORSHIP
SOCIAL GRAPHIC	✓	✓	✓	✓	✓	
FAIR PASSES	✓ 50 PASSES	✓ 25 PASSES	✓ 15 PASSES	✓ 8 PASSES	✓ 2 PASSES	
SIGNAGE	✓ 6 PRIORITY	✓ 4 PRIORITY	✓ 4 SIGNS	✓ PROVIDE 2	✓ PROVIDE 1	
CLASS SPONSOR	✓ 4 CLASSES	✓ 2 CLASSES	✓ 2 CLASSES	✓ 1 CLASS	✓ 1 CLASS	
ANNOUNCEMENTS	✓ ALL EVENTS	✓ ALL EVENTS	✓ ALL EVENTS	✓ ALL EVENTS	✓ LSS	
SOCIAL MEDIA	✓	✓	✓	✓		
PRIZE BOOK AD	✓ FULL PAGE	✓ 1/2 PAGE	✓ 1/4 PAGE	✓ BC		
SCHEDULE	✓	✓	✓	✓		
NEWSPAPER	✓	✓	✓	✓		
INCLUSION ON MAP	✓	✓	✓			
THANK YOU PHOTO	✓	✓	✓			
VENDOR SPACE	✓ 10X20	✓ 10X10	✓ 10X10			
PROMO TO MEMBERS	✓	✓				
AWARD PRES	✓	✓				
WELCOME SIGN	✓	✓				
NAME A BUILDING	✓					
TELEVISION	✓					
LOGO ON SHIRTS	✓					

Our Advertising Packages

VIP SPONSORSHIP - Over \$10,000

We can customize the VIP Sponsorship Package to include various levels of exposure depending on your specific needs. Contact us today to discuss your sponsorship and we will tailor a package that will direct our community to your business. The VIP Package includes your logo in all marketing materials

DIAMOND SPONSORSHIP - \$10,000

50 Multi-use Passes to the Barrie Fair - Good for each day of the Fair

Company Logo and Link on essaagriplex.ca for an entire year

Company Logo on staff shirts - Worn all season at all events

Priority Placed Signage at all events - 6 signs (4 2x7 chloroplast and 2 4x8 banners)

Inclusion in Welcome Sign (2'x7')

10X20 Vendor Space - Priority Space at The Fair & Draft Horse Show

Announcements - At ALL Agriplex Events

Social Media Interactions - Posts, links, mentions etc. 2x each week for one full year

Radio Mentions - Mentions on ads for Barrie Fair on Kool FM and Rock 95

Newspaper Exposure- Inclusion of your logo as a supporter in Barrie Fair ads weekly during August in Barrie, Alliston and Innisfil. Inclusion of your logo in Farmview Newspaper in Agriplex event ads monthly from May-September.

TV - Logo/Product Placement - Ads with Ontario Great Places to See on CTV. Ads appear 50x/week for 3 weeks in August.

Giveaways, Promotional Material - To be displayed/handed out at The Barrie Fair.

Name a Building on the Map of the Fair -Priority (3-year commitment required)

Full Page Ad in the Fair Prize Book and Lord Simcoe Series Prize Book (10,000 copies distributed)

Class Sponsor - Your choice of 4 events

Logo on the Schedule Brochure for the Fair - Distributed at Kempenfest, Canada Day Fireworks and Fair attendees at the gate (10,000 copies)

Logo on Map of the Fair - distributed to all Fair attendees at the gate

Promotional offers to Members of the Agricultural Society - Monthly offers to over 800 members

2 Award Presentations - At events of your choice

Professionally design graphic for use on your social media

Thank you plaque for your business

PLATINUM SPONSORSHIP - \$5,000

25 Multi-use Passes to to the Barrie Fair - Good for each day of The Fair

Company Logo and Link on essaagriplex.ca for an entire year

Priority Signage at all events - 4 signs (2x7 chloroplast)

Inclusion in Welcome Sign (2x7)

10X10 Vendor Space - Priority Space at The Fair & Draft Horse Show

Announcements - At ALL Agriplex Events

Social Media Interactions - Posts, links, mentions etc. 2x each week for one full year

Newspaper Exposure- Inclusion of your logo as a supporter in Barrie Fair ads weekly during August in Barrie, Alliston and Innisfil. Inclusion of your logo in Farmview Newspaper in Agriplex event ads monthly from May-September.

Half Page Ad in the Fair Prize Book and Lord Simcoe Series Prize Book (10,000 copies distributed)

Class Sponsor - Your choice of 2 events

Logo on the Schedule Brochure for the Fair - Distributed at Kempenfest, Canada Day Fireworks and Fair attendees at the gate (10,000 copies)

Logo on Map of the Fair - distributed to all Fair attendees at the gate

Promotional offers to Members of the Agricultural Society - Monthly offers to over 800 members

2 Award Presentations - at events of your choice

Professionally design graphic for use on your social media

Thank you photo for your business

GOLD SPONSORSHIP - \$2,500

15 Multi-use Passes to to the Barrie Fair - Good for each day of The Fair

Company Logo and Link on essaagriplex.ca for an entire year

Signage at all events - 4 signs (2x7 chloroplast)

10X10 Vendor Space - Vendor Space at The Fair

Announcements - At ALL Agriplex Events

Social Media Interactions - Posts, links, mentions etc. 1 each week May through September

Newspaper Exposure- Inclusion of your logo as a supporter in Barrie Fair ads weekly during August in Barrie, Alliston and Innisfil. Inclusion of your logo in Farmview Newspaper in Agriplex event ads monthly from May-September.

1/4 Page Ad in the Fair Prize Book and Lord Simcoe Series Prize Book (10,000 copies distributed)

Logo on the Schedule Brochure for the Fair - Distributed at Kempenfest, Canada Day Fireworks and Fair attendees at the gate (10,000 copies)

Logo on Map of the Fair - distributed to all Fair attendees at the gate

Class Sponsor - Your choice of 2 events

Professionally design graphic for use on your social media

SILVER SPONSORSHIP - \$1,000

8 Multi-use Passes to to the Barrie Fair - Good for each day of The Fair

Company Logo and Link on essaagriplex.ca - For an entire year

Provide signage for all events - 2 signs (2x7 chloroplast)

Announcements - At ALL Agriplex Events

Social Media Interactions - Posts, links, mentions etc. 3 per month May through September

Newspaper Exposure- Inclusion of your logo as a supporter in Barrie Fair ads weekly during August in Barrie, Alliston and Innisfil. Inclusion of your logo in Farmview Newspaper in Agriplex event ads monthly from May-September.

Business Card Ad in the Fair Prize Book and Lord Simcoe Series Prize Book (10,000 copies distributed)

Logo on the Schedule Brochure for the Fair - Distributed at Kempenfest, Canada Day Fireworks and Fair attendees at the gate (10,000 copies)

Class Sponsor - Your choice of 1 event

Professionally design graphic for use on your social media

BRONZE SPONSORSHIP - \$500

8 Multi-use Passes to to the Barrie Fair - Good for each day of The Fair

Company Logo and Link on essaagriplex.ca - For an entire year

Provide signage for all events - 1 signs (2x7 chloroplast)

Announcements - At the Lord Simcoe Series

Professionally design graphic for use on your social media

Charitable Donation

FRIENDS OF THE FAIR SPONSORSHIP - \$25 - \$250

Mention of sponsorship on our website

Charitable receipt

*To support the Agriplex and purchase an Advertising Package, please call
Christie at 705-791-6409 or email at partnerships@essaagriplex.ca*

***Thank you for supporting
our heritage and community!***

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2017 Schedule of Events

Saturday April 22	Rabbit Show	50 people
May 20th	Lord Simcoe Series	300 people
May 24/25	Farmers Feed Cities	2100 people
June 17th	Lord Simcoe Series	300 people
June 24,25	McCowan Trillium	700 people
July 1st	Lord Simcoe Series	300 people
July 29	Lord Simcoe Series	300 people
August 2-5	Junior Charolais Show	250 people
August 5/6	National Draft Show	3500 people
August 12	Lord Simcoe Series	300 people
August 19/20	McCowan Trillium	700 people
August 24-28	Barrie Fair	40,000 people
September 9	Lord Simcoe Series	300 people
September 30	Lord Simcoe Series	300 people

Bookings as of October 15, 2016.
Dates may be subject to change.



ADVERTISING COMMITMENT FORM

We would love to advertise at The Agriplex!

Company Name: _____

Contact: _____

Address: _____

Telephone: _____

Email: _____

LEVEL OF SPONSORSHIP

VIP	_____
DIAMOND	\$10,000
PLATINUM	\$5,000
GOLD	\$2,500
SILVER	\$1,000
BRONZE	\$500
FRIENDS	_____

Please direct our sponsorship dollars to:

_____ (Indicate show preference)

PLEASE NOTE ALL ADVERTISING PACKAGES ARE SUBJECT TO HST.

HST _____ TOTAL _____

PAYMENT DETAILS:

Cheque enclosed _____ Please Invoice _____

Type of Credit Card _____ Card Number _____

Exp _____ / _____ CVC _____

Please return this sponsorship form completed and signed along with your payment to the Essa & District Agricultural Society. We will contact you to acquire your current logo and anything else we require to carry out your sponsorship. Thank you very much for your support!

Signature _____

Date: _____

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