

Essa & District Agricultural Society (EDAS) is seeking a Sponsorship Representative to develop and grow overall business partnerships through strategic identification and solicitation of local and regional businesses.

### **About the EDAS**

The Essa & District Agricultural Society (EDAS) has been in existence since 1853. Formerly the Barrie & District Agricultural Society, the forming of the organization was to host the annual community fall fair for the region.

The EDAS is a non-profit/charitable organization dedicated to supporting the local community. The objectives of the EDAS are to encourage awareness of agriculture and promote improvement in the quality of life in our community, both rural and urban. The EDAS strives to provide a multi-purpose facility to serve the agricultural, trade, recreational, cultural and entertainment needs of Essa Township, the City of Barrie, Simcoe County, and Central Ontario (North GTA).

Over the past few years, the EDAS has successfully hosted a number of large-scale community events: the annual Barrie Fair, Essa Canadian National Draft Horse Exhibition, National Livestock Shows, Ontario Horse Competitions, and numerous outside event rentals.

Our agricultural co-op program and community school initiatives are a focus throughout our operating season. Educational development continues to highlight the importance of sustained agribusiness in Ontario, past, present and future.

### **Corporate Sponsorship/Partnership**

EDAS has enjoyed numerous partnerships with national and local businesses whose support has included monetary donations, in-kind gifts and services. Some sponsorship tools currently exist but are in need of refinement.

### **The Project**

Although sponsorship development will continue under the EDAS umbrella, the new Sponsor Representative will need to foster unique and new opportunities, remaining free to deploy his/her own tools to achieve this goal.

### **Key Responsibilities**

Work closely with EDAS Business/Office Manager to establish a strategy.

Identifying and qualifying collaborative sponsors and prospects.

Develop sponsorship proposals aimed at providing a defined benefit to the EDAS.

Coordinate and participate in meetings with prospective corporate partners.

Proactively create, build and enhance relationships with partners, ensuring their long-term sustainability.

Deliver tangible results within agreed target timelines.

Build measurable targets into proposals in conjunction with potential partners and sponsors.

Ensure prompt acknowledgement of all communications.

Manage the timely and accurate delivery of partner benefits working with the Business/Office Manager and Board of Directors.

Manage the accuracy of sponsor recognition in marketing/public relations.

Provide full and complete documentation and reporting for all activities related to the EDAS and sponsorship program.

### **RFP Requirements**

- Must have a documented history of sponsorship acquisition.
- Must provide a brief overview of the planned approach to answer the needs of this RFP.
- Share expectations regarding commissioned compensation.
- Must possess a relevant business degree from a Canadian college or university.
- Connection/contact with the agricultural industry seen as a significant asset.
- Excellent written and oral communication skills are an obvious MUST HAVE.

Contract Agreement with commission breakdown to be negotiated; remuneration offered will be appropriate to qualifications and experience.

If you are up to the challenge, please email your proposal and cover letter to [ryan@essaagriplex.ca](mailto:ryan@essaagriplex.ca)

- Please include Sponsorship RFP in the subject line.
- Mail or drop off packages are also welcome: 7505 10<sup>th</sup> Line, Thornton Ontario, L0L 2N0.

This role is NOT designed for someone looking for full-time employment; the ideal candidate will already be active in the Barrie region and sees this RFP as an opportunity to expand on their strong network.

We thank all applicants for their interest; however, only those deemed qualified will be contacted.