



The Essa & District Agricultural Society (EDAS) is a charitable, not-for-profit organization. Our facility hosts a number of events aimed to educate and promote agriculture in the local community.

The Barrie Fair continues to be our showcase event each summer. Lord Simcoe Series horse events are growing in popularity after 2 seasons and attracting new riders to the facility. The first weekend in August remains dedicated to the Essa Canadian Draft Horse Exhibition; this event highlights some of the best horse teams in North America. Special event rentals make up the remaining calendar for much of the year. The Essa Agriplex is also home to three Trillium horse events each year, as well as musical entertainment.

Partnering with the EDAS

- Access to thousands of unique visitors who attend events at the Essa Agriplex throughout the show season. Key touchpoints include Barrie Fair signage, online media, announcements and promotional materials.
- Brand exposure throughout Central Ontario via print and digital media (Angus, Alliston, Barrie, CFB Borden, Cookstown, Innisfil, Thornton, Simcoe County and Essa Township).
- Exposure through social media and listing on essaagriplex.ca

TITLE PARTNERS - \$10,000 +

- Multi-use passes to the Barrie Fair - Good for each day of the Fair
- Company logo and link on essaagriplex.ca
- Company logo on Barrie Fair staff apparel
- Priority signage at all EDAS events - 6 signs (2'x7' coroplast and 4'x8' banners) provided by you
- 10X20 vendor space – Barrie Fair (Aug 23-26) & Essa Canadian Draft Horse Exhibition (Aug 4-5)
- Announcements during all EDAS events
- Social media interactions - Posts, links, mentions etc.
- Radio/TV mentions - Ads for Barrie Fair as a supporting title partner
- Print exposure - Inclusion of your logo as a supporter of the EDAS
- Giveaways & Promotional Material - To be displayed at the Barrie Fair
- Name a building on the property - 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 at the annual Fair
- Logo on the Schedule Brochure for the Fair - Distributed locally as well as to Fair attendees at the gate (15,000 + copies)
- Logo on Map of the Fair - distributed to all Fair attendees at the gate
- Promotional offer access to Members of the Essa & District Agricultural Society
- Logo at livestock award presentations at the Barrie Fair



PLATINUM PARTNERS - \$5,000 +

- Multi-use passes to the Barrie Fair - Good for each day of the Fair
- Company logo and link on essaagriplex.ca
- Priority signage at all EDAS events - 4 signs (2'x7' coroplast and 4'x8' banners) provided by you
- 10X10 vendor space – Barrie Fair (Aug 23-26) & Essa Canadian Draft Horse Exhibition (Aug 4-5)
- Announcements during all EDAS events
- Social media interactions - Posts, links, mentions etc.
- Print exposure - Inclusion of your logo as a supporter of the EDAS
- 1/2 Page Ad in the Fair Prize Book and Lord Simcoe Series Prize Book (10,000 + copies distributed)
- Class Sponsor - Your choice of 2 events at the annual Fair
- Logo on the Schedule Brochure for the Fair - Distributed locally as well as to Fair attendees at the gate (15,000 + copies)
- Logo on Map of the Fair - distributed to all Fair attendees at the gate
- Promotional offer access to Members of the Essa & District Agricultural Society

GOLD PARTNERS - \$2,500 +

- Multi-use passes to the Barrie Fair - Good for each day of the Fair
- Company logo and link on essaagriplex.ca
- Signage at all EDAS events - 4 signs (2'x7' coroplast) provided by you
- 10X10 vendor space – Barrie Fair (Aug 23-26)
- Announcements during all EDAS events
- Social media interactions - Posts, links, mentions etc.
- Print exposure - Inclusion of your logo as a supporter of the EDAS
- 1/4 Page Ad in the Fair Prize Book and Lord Simcoe Series Prize Book (10,000 + copies distributed)
- Class Sponsor - Your choice of 2 events at the annual Fair
- Logo on the Schedule Brochure for the Fair - Distributed locally as well as to Fair attendees at the gate (15,000 + copies)
- Logo on Map of the Fair - distributed to all Fair attendees at the gate



SILVER PARTNERS - \$1,000 +

- Multi-use passes to the Barrie Fair - Good for each day of the Fair
- Company logo and link on essaagriplex.ca
- Signage at all EDAS events - 2 signs (2'x7' coroplast) provided by you
- Announcements during all EDAS events
- Social media interactions - Posts, links, mentions etc.
- Print exposure - Inclusion of your logo as a supporter of the EDAS
- Business Card ad in the Fair Prize Book and Lord Simcoe Series Prize Book (10,000 + copies distributed)
- Class Sponsor - Your choice of 1 event at the annual Fair
- Logo on the Schedule Brochure for the Fair - Distributed locally as well as to Fair attendees at the gate (15,000 + copies)

BRONZE PARTNERS - \$500 +

- Multi-use passes to the Barrie Fair - Good for each day of the Fair
- Company logo and link on essaagriplex.ca
- Signage at all EDAS events - 1 sign (2'x7' coroplast) provided by you
- Announcements during all EDAS events

PROUD SUPPORTERS - < \$250

- Mention of support on essaagriplex.ca
- Charitable receipt availability



ADVERTISING COMMITMENT FORM

We would love to advertise at The Agriplex!

Company Name:

Contact:

Address:

Telephone:

Email:

LEVEL OF SPONSORSHIP

Please direct our Sponsorship \$ to:
(indicate show preference)

TITLE PARTNER	\$10,000+
PLATINUM	\$5,000+
GOLD	\$2,500+
SILVER	\$1,000+
BRONZE	\$500+
SUPPORTER	_____

Please note all packages will include HST rollback from your total contribution.

HST Portion of Contribution:

Total:

PAYMENT DETAILS:

Cheque enclosed _____ Please Invoice _____

Type of Credit Card _____ Card Number _____

Exp _____ / _____ CVC _____

Please return this signed and completed form, along with your method of payment to the Essa & District Agricultural Society. We will contact you shortly to acquire your company logo files and any other details required to carry out your sponsorship. We greatly appreciate your support.

Signature _____

Date: _____