



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 (end of August) continues to be our showcase event each summer. The first weekend in August remains dedicated to the Essa National Draft Horse Show; this event highlights some of the best horse teams in North America. Special events and facility rentals occupy the calendar for the majority of the May to October season at the Essa Agriplex.

Partnering with the EDAS

- Access to thousands of unique visitors who attend events at the Essa Agriplex throughout the show season. Key touchpoints include property and 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, community events and listing on essaagriplex.ca

TITLE PARTNERS - \$10,000 +

- Multi-use passes to the annual Barrie Fair
- Company logo and link on essaagriplex.ca
- Company logo on Barrie Fair staff/volunteer apparel
- Priority signage at all EDAS events - provided by you
- Vendor space – Barrie Fair & Essa Canadian Draft Horse Exhibition, plus additional events where applicable
- Direct use of the Essa Agriplex for showcase events, industry functions, or other joint venture opportunities
- Announcements during all EDAS events
- Social media interactions - Posts, links, mentions etc.
- Radio/TV mentions – inclusion in ads for the 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 and other events throughout the season
- Naming rights for a building on the property - Priority (3-year commitment required), naming rights for one of the 4 fair dates (Thursday to Sunday)
- Full page ad in the Barrie Fair and Draft Horse Prize Book (10,000 + copies distributed)
- Livestock or Homecrafts class sponsorship - Your choice of 4 events at the annual Barrie Fair
- Logo on the schedule brochure for the Barrie Fair - Distributed locally as well as to attendees at the gate (15,000 + copies)
- Logo on map of the Barrie 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



- Additional signage and promotional display opportunities available on request

PLATINUM PARTNERS - \$5,000 +

- Multi-use passes to the Barrie Fair
- Company logo and link on essaagriplex.ca
- Priority signage at all EDAS events - provided by you
- Vendor space – Barrie Fair & Essa Canadian Draft Horse Exhibition
- 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 Barrie Fair and Draft Horse Prize Book (10,000 + copies distributed)
- Class sponsor - Your choice of 2 events at the annual Barrie Fair
- Logo on the schedule brochure for the Barrie Fair - Distributed locally as well as to attendees at the gate (15,000 + copies)
- Logo on map of the fair - distributed to all 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
- Company logo and link on essaagriplex.ca
- Signage at all EDAS events - provided by you
- Vendor space – Barrie Fair
- 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 Barrie Fair and Draft Horse Prize Book (10,000 + copies distributed)
- Class sponsor - Your choice of 2 events at the annual Fair
- Logo on the schedule brochure for the Barrie Fair - Distributed locally as well as to attendees at the gate (15,000 + copies)
- Logo on map of the Barrie Fair - distributed to all attendees at the gate

SILVER PARTNERS - \$1,000 +

- Multi-use passes to the Barrie Fair
- Company logo and link on essaagriplex.ca
- Signage at all EDAS events - 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 Barrie Fair and Draft Horse Prize Book (10,000 + copies distributed)
- Class sponsor - Your choice of 1 event at the annual Barrie Fair
- Logo on the schedule brochure for the Barrie Fair - Distributed locally as well as to attendees at the gate (15,000 + copies)

BRONZE PARTNERS - \$500 +

- Multi-use passes to the Barrie Fair
- Company logo and link on essaagriplex.ca
- Signage at all EDAS events - provided by you
- Announcements during all EDAS events

PROUD SUPPORTERS - < \$250

- Mention of support on essaagriplex.ca



SPONSORSHIP COMMITMENT FORM

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: _____