



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 civic weekend at the end of July 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 and listing on essaagriplex.ca
- All packages are open to discussion for other sponsoring opportunities to fit your advertising needs

TITLE PARTNERS - \$10,000 +

- Bronze, Silver, Gold and Platinum Package included
- Company logo on Barrie Fair staff apparel
- Priority signage at all EDAS events - 6 signs (21.5"x7'5" coroplast and 4'x8' banners) provided by you
- 10X20 vendor space – Barrie Fair & Essa Canadian Draft Horse Exhibition
- Radio/TV mentions - Ads for Barrie Fair as a supporting title partner
- 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 Barrie Fair and Draft Horse Prize Book
- Class Sponsor - Your choice of 4 events at the annual Fair
- Logo at livestock award presentations at the Barrie Fair
- Additional signage and promotional display opportunities available on request.

PLATINUM PARTNERS - \$5,000 +

- Bronze, Silver and Gold Package included
- Priority signage at all EDAS events - 4 signs (21.5"x7'5" coroplast and 4'x8' banners) provided by you
- 10X10 vendor space – Barrie Fair & Essa Canadian Draft Horse Exhibition
- 1/2 Page Ad in the Barrie Fair and Draft Horse Prize Book
- Class Sponsor - Your choice of 2 events at the annual Fair
- Promotional offer access to Members of the Essa & District Agricultural Society



GOLD PARTNERS - \$2,500 +

- Bronze and Silver Package included
- Signage at all EDAS events - 4 signs (21.5"x7'5" coroplast) provided by you
- 10X10 vendor space – Barrie Fair
- 1/4 Page Ad in the Barrie Fair and Draft Horse Prize Book
- 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
- Logo on Map of the Fair - distributed to all Fair attendees at the gate

SILVER PARTNERS - \$1,000 +

- Bronze Package included
- 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
- Class Sponsor - Your choice of 1 event at the annual Fair
- Signage at all EDAS events – 2 signs (21.5"x7'5" coroplast) provided by you
- Logo on the Schedule Brochure for the Fair - Distributed locally as well as to Fair attendees at the gate

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 (21.5"x7'5" coroplast) 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: _____