

Partnership Opportunities



HOME OF THE MANITOBA STAMPEDE AND EXHIBITION
SINCE 1964

What is New

The Valley Agricultural Society is always looking to increase the value of our Partnership Opportunities for our generous sponsors. We strive to be a relevant and active in our community.

This means that we are always striving to have events on our grounds year round. We host the Pembina Valley Amazing Race, numerous community events and are excited to see the return of a weekly Farmer's Market. We offer grounds rentals and winter storage space and are always looking for new and exciting events to bring to our grounds.

This year we are excited to see a Truck and Tractor Pull on our grounds June 3 & 4, 2017

How it Works

This year we have organized our packages in a way that ensures that our Partners get the most out of their sponsorship with us. This means that you are able to customize your sponsorship with us in a way that will allow you to reach your target audience through us.

All you have to do is pick the amount you wish to sponsor, either monetarily or in-kind, and then choose the ad space and ticket package equal to that amount that best suits your needs.

Discount Opportunities: For multi-year contracts with the VAS we now offer an overall discount on your sponsorship, which translates to more savings for you.

Year-Round Recognition

We are now offering our Partners year-round recognition for their contribution with us by having signs stay up on the Grandstands through the length of your commitment with us. With more events happening on our grounds every year, your exposure to your target markets continues to grow with us,

Grandstand Signage

4' x 8' Sign

1 Year

| | |
|---------------------|---------|
| Top Row | \$1,200 |
| Middle | \$1,000 |
| Bottom (event only) | \$800 |

Rodeo Signage:

| | |
|----------------------|---------|
| Chutes | \$1,200 |
| Announcer Booth | \$1,000 |
| Inner Circle(2'x10') | \$800 |
| Outer Circle(2'x10') | \$500 |

Fair and Ag-Tivity Ring

2' x 10' Banner

| | |
|-----------------|-------|
| Top | \$500 |
| Middle | \$300 |
| Bottom | \$200 |
| Announcer Booth | \$150 |

Naming Opportunities

[Your Name Here]

| | |
|--------------------|---------|
| Grandstands* | \$7,500 |
| Heavy Horse Barn** | \$2,500 |
| Light Horse Barn** | \$2,500 |
| Dairy Barn | \$2,500 |
| Rodeo Ring | \$1,000 |
| Fair Rings | \$1,000 |
| Announcer Booth | \$500 |

Program Ads

Place your ad in our Rodeo Program and reach a more diverse market.

| | |
|----------------------------|---------|
| Back Outside Cover(Colour) | \$1,250 |
| Back Inside Cover (Colour) | \$1,000 |
| Inside Cover | \$1,000 |
| Full Page | \$750 |
| ½ Page | \$300 |
| ¼ Page | \$250 |
| Business Size Ad | \$100 |

*Naming of the Grandstands only available with a multi-year Partnership

**Naming of Barns only available with a multi-year Partnership

Ticket Packages

In order to keep our partnerships equitable, we offer a number of ticket options.

| | \$500 | \$1,000 | \$2,000 | \$3,000 | \$4,000 | \$5,000 |
|-------------|--------------|----------------|----------------|----------------|----------------|----------------|
| Day Passes | 2 | 5 | 10 | 15 | 20 | 25 |
| BOGO | 5 | 10 | 15 | 20 | 25 | 30 |
| VIP All Day | | 2 | 2 | | | |
| VIP 4 Day | | | | 2 | 2 | 4 |
| Pres. Rec.* | | | | 2 | 4 | 6 |
| Vendor | | | | Optional | Optional | Optional |

* Presidents Reception

** Any Partnership over \$5,000 Please Contact the Office for options

*** We also offer Corporate Hosting opportunities. Please contact the office for more information

- ◇ ****We also offer indoor and outdoor vendor space for Partners to showcase themselves. Please Contact the office if this is something that interests you.

Additional Perks

- ◇ Electronic acknowledgment comes with all packages over \$1,000. This includes a thumbnail logo on website's scrolling banner, and mention on all our Social Media outlets including our Facebook page that has over 5,000 followers.
- ◇ All Packages that include Rodeo Program ads will also receive an on-site public thank you
- ◇ All sponsors have the opportunity to be named Sponsor of the Day, which includes recognition in our Rodeo Program, on-site public recognition, and a sign on the Grandstands. Sponsor of the Day is open to all sponsors and will be chosen at the Marketing Committee's discretion.
- ◇ Ad-Space in all pre-event advertising

Discount Opportunities

| | 2 years | 3 years | 4 years | 5 years |
|--|----------------|----------------|----------------|----------------|
| | 5% | 10% | 15% | 20% |

Appendix

- ✧ All Signage, banners, flags and advertisement creations are the responsibility of the sponsor.
- ✧ All Rodeo Program Ads must be submitted to the VAS Office by June 1, 2017.
- ✧ All Exhibitor space is one outdoor (12'x12'), or one indoor (10'x10') space. A concession application must be completed and submitted to the VAS office by June 1, 2017. All our standard TERMS and CONDITIONS apply.
- ✧ BOGO- Buy One/ Get One. This is a new option included in all of our packages. Everyone loves a good deal and the BOGOs give you the opportunity to share. They are useful to hand out to your:
 - Sponsors
 - Partners
 - Customers
 - Or for promoting your business.
- ✧ Payment for your sponsorship can be made in several convenient ways: Credit Card, Cheque or Automated Withdrawals. Contact the office to inquire about our monthly payment options.