



VAS

Valley Agricultural Society



**2020 Partnership
Opportunities**



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Thanks for choosing to Partner with the Valley Agricultural Society

The Valley Agricultural Society (VAS) is a not for profit, volunteer-based organization. We were originally formed in 1895, however it wasn't until 1964 that we added our flagship event, The Manitoba Stampede & Exhibition. Our primary goal is promoting an increased awareness of the importance of the agricultural sector in rural communities as well as providing leadership in the region for the development and enhancement of partnerships for tourism and Agri-tourism. To this day we remain Manitoba's only professional rodeo and in 2017 we added Rumble in the Valley which has become Western Canada's largest truck and tractor pull. In 2018 we partnered with Teen Challenge for their demolition derby and we are looking forward to having them return in 2020. In 2019 a new partnership was formed with Howl at the Moon music festival as they brought a country music festival to our site featuring acts including Dean Brody, Lonestar and Emerson Drive. We are looking forward to welcoming them back in 2020 for a three-day music festival.

The VAS offers a unique way to market and promote your business and enhance your market visibility. We are located next to a world class curling arena and our grounds host multiple events throughout the year. In 2018 we began a partnership with FloRodeo in order for the Manitoba Stampede and Exhibition to reach new viewers around the world through online viewing and, as a result, we have restructured our Partnership opportunities by including packages to better suit the needs of our sponsors. If you have an idea in mind and do not see it listed, feel free to contact us as we are always willing to work with potential partners to make a package that best suits your needs. Also, we offer discount opportunities for multi year contracts on your sponsorship and you will find these listed at the end of this form.

We look forward to years to come of new opportunities and partnerships with organizations such as yours.

Sincerely,

The Valley Agricultural Society Board of Directors



Additional Partnership Opportunities

Year-Round Advertising

Grandstand Naming Rights	\$7,500
Top Row Grandstand 4' x 8'	\$1,500
Middle Row Grandstand 4' x 8'	\$1,200
Bottom Row Grandstand 4' x 8'	\$800
Orange Building Naming Rights	\$1,000

Rumble in the Valley Advertising

All ads are in black in white unless otherwise stated.

Business Card Ad in Program (2" w X 3.5" h)	\$100*
Program Half Page Ad (5" w X 4" h)	\$250*
Program Full Page Ad (5" w X 8" h)	\$650*
Inside Cover (Colour) (5.5" w X 8" h)	\$900*
Outside Cover (Colour) (5.5" w X 8" h)	\$1,100*
Track Sponsor	\$1,000
Charlie's Place Saloon Sponsor	\$1,000
Track Signage 2' x 8'	\$500
Charlie's Place Saloon Fence Sign 4' x 8'	\$500
"Explosion of the Night" Sponsor	\$750
"Pull of the Night" Sponsor	\$750
"Best Smoke Show" Sponsor	\$750

* Taxes applicable, and are not included in the price

The Manitoba Stampede and Exhibition Advertising

Rodeo Arena Sponsor	\$1,000
Racetrack Sponsor	\$1,000
Rodeo Arena Banner	\$800
Announcers Booth Banner	\$1,000
Bucking Chute Inner Sponsor	\$600
Bucking Chute Sponsor (24" x 89")	\$1,200
Scratching River Saloon Main Sponsor	\$1,250
Scratching River Saloon Fence Sponsor	\$400
Music Entertainment Stage Sponsor	\$1,000
Jumbotron Main Sponsor	\$2,500
Jumbotron Loop Sponsor	\$1,000
Fair Show Ring Main Sponsor	\$600
Fair Sponsor	\$300
Friends of the Manitoba Stampede Fair Board	\$150
Kid's Ag-Tivity Ranch Sponsor	\$500

All ads are in black in white unless otherwise stated.

Program Business Card Size Ad (2" X 3.5")	\$100*
Program Half Page Ad (7.5" w X 4.75" h)	\$300*
Program Full page ad (7.5" w x 10.5" h)	\$800*
Outside Cover (Colour) (8.5" w X 11" h)	\$1,250*
Inside Cover (Colour) (8.5" w X 11" h)	\$1,000*

* Taxes applicable, and are not included in the price

Bareback Riding Sponsor	\$750
Saddle Bronc Sponsor	\$750



Grandstand Signage



Programs



Rodeo Arena Sponsor



Jumbotron

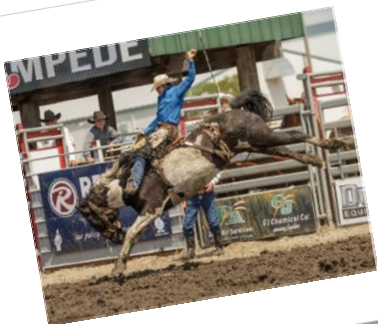


Fair Sponsor



Rumble Sponsor

Tie Down Roping Sponsor	\$750
Team Roping Sponsor	\$750
Ladies Barrel Racing Sponsor	\$750
Mutton Bustin' Sponsor	\$500
Bull Riding Sponsor	\$1,250
Pony Chuckwagon Heat Sponsor	\$500



Partnership Package Opportunities

Supporter Package	\$500
<ul style="list-style-type: none">• Social Media mentions on all Valley Agricultural Societies Platforms• Website Recognition• Logo on Friends of the Manitoba Stampede map board• 2 tickets to each Valley Agricultural Society Event	
Copper Package	\$1,500
<ul style="list-style-type: none">• 2 Banners at the Manitoba Stampede & Exhibition to be located in the Fair Show Ring• 2 Banners at Rumble in the Valley to be placed by VAS• 1 Business card size ad in Rumble in the Valley program• 1 Business card size ad in Manitoba Stampede & Exhibition program• Social Media mentions on all Valley Agricultural Societies Platforms• Website Recognition• 6 tickets to all Valley Agricultural Society Event	
Silver Rodeo Supporter Package	\$3,000
<ul style="list-style-type: none">• Company name announced during the shows of all Valley Agricultural Society events. (1-3 sentence script to be provided by the company)• Company Logo displayed periodically on Jumbotron during all shows at the Manitoba Stampede and Exhibition.• 2 Banners at the Manitoba Stampede & Exhibition to be located in the Rodeo Arena• 2 Banners at Rumble in the Valley to be placed by VAS• 1 Business card size ad in Rumble in the Valley program• 1 quarter page ad in Manitoba Stampede & Exhibition program• Social Media mentions on all Valley Agricultural Societies Platforms• Website Recognition with Company Logo• Corporate Identification in electronic & print advertising.• 15 tickets to all Valley Agricultural Society Events• 2 VIP Passes to all Valley Agricultural Society Events• Invitation to the President's Reception held during the Manitoba Stampede & Exhibition	
Silver Fair Supporter Package	\$3,000
<ul style="list-style-type: none">• Company name announced during the shows of all Valley Agricultural Society events. (1-3 sentence script to be provided by the company)• Company Logo displayed periodically on Jumbotron during all shows at the Manitoba Stampede and Exhibition.• 2 Banners at the Manitoba Stampede & Exhibition to be located in the Fair Show Ring• 1 Banner on the Friends of the Manitoba Stampede wall• Your logo included on the Friends of the Manitoba Stampede Fair board• 2 Banners at Rumble in the Valley to be placed by VAS• 1 Business card size ad in Rumble in the Valley program	

- 1 quarter page ad in Manitoba Stampede & Exhibition program
- Social Media mentions on all Valley Agricultural Societies Platforms
- Website Recognition with Company Logo
- Corporate Identification in electronic & print advertising.
- 15 tickets to all Valley Agricultural Society Events
- 2 VIP tickets to all Valley Agricultural Society Events
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition

Golden Entertainment Partner Package

\$4,000

- Naming sponsor of one of the following:
 - Casino
 - Kid's Ag-Tivity area
 - Sweet Grass stage during the Manitoba Stampede & Exhibition
 - Scratching River saloon stage for Manitoba Stampede and Exhibition
- Year-round sign on the top row of our Grandstands
- Grand entry flag during Manitoba Stampede & Exhibition
- Company name announced during the shows of all Valley Agricultural Society events. (1-3 sentence script to be provided by the company)
- Company Logo displayed periodically on Jumbotron during all shows at the Manitoba Stampede and Exhibition.
- 2 Banners at the Manitoba Stampede & Exhibition to be located in the Fair Show Ring
- 2 Banners at the Manitoba Stampede & Exhibition to be located in the Rodeo Arena
- 2 Banners at Rumble in the Valley to be placed by VAS
- 1 Business Card size ad in Rumble in the Valley program
- 1 quarter page ad in Manitoba Stampede & Exhibition program
- Social Media mentions on all Valley Agricultural Societies Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 20 tickets to all Valley Agricultural Society Events
- 2 VIP Passes to all Valley Agricultural Society Events
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space

Platinum Partner Package:

\$5,000

- The option of one of the Following:
 - Fair Arena Sponsor with 1 banner on the Fair announcer's booth, and 2 Banners located in the Rodeo Arena
 - Rodeo Announcer's Booth with 2 Banners located in the Fair Show Ring
 - Outer Chute Banner (6 Available – Sold Out)
 - Fair Event Sponsor with 2 Banners located in the Fair Show Ring
 - Rodeo Event Sponsor with 2 Banners located in the Rodeo Arena
 - Chuckwagon Heat Sponsor with 2 Banners located in the Rodeo Arena
- Rumble in the Valley Rumble Class sponsor
- Year-round sign on the top row of our Grandstands

- Your company flag flown in every Grand Entry
- Company name announced during the shows of all Valley Agricultural Society events. (1-3 sentence script to be provided by the company)
- Company Logo displayed periodically on Jumbotron during all shows at the Manitoba Stampede and Exhibition.
- 1 Banner at Rumble in the Valley, to be placed by the Valley Agricultural Society
- 2 Banners located in the Scratching River Saloon or Charlie's Place Saloon
- 1 half page ad in Rumble in the Valley program
- 1 half page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all Valley Agricultural Societies Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 25 tickets to all Valley Agricultural Society Events
- 4 VIP Passes to all Valley Agricultural Society Events
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space

Diamond Partner Package

\$7,500

- Naming rights of one of the following:
 - Heavy Horse Barn
 - Dairy Barn
 - one Fair Show Ring (West Show Ring, East Show Ring, North Show Ring)
- Year-round sign on the top row of the Grandstands
- Your company flag flown in every Grand Entry
- Company name announced during the shows of all Valley Agricultural Society events. (1-3 sentence script to be provided by the company)
- Company Logo displayed periodically on Jumbotron during all shows at the Manitoba Stampede and Exhibition.
- Jumbotron Commercial Ad during all shows at the Manitoba Stampede and Exhibition (15 second video).
- 3 Banners at the Manitoba Stampede & Exhibition to be located in the Fair Show Ring
- 3 Banners at the Manitoba Stampede & Exhibition to be located in the Rodeo Arena
- 3 Banners at Rumble in the Valley to be placed by the Valley Agricultural Society
- 1 Banner located in the Scratching River Saloon or Charlie's Place Saloon
- 1 half page ad in Rumble in the Valley program
- 1 half page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all Valley Agricultural Societies Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 40 tickets to all Valley Agricultural Society Events
- 4 VIP Passes to all Valley Agricultural Society Events
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space

Exclusive Partner Package**\$10,000**

- Naming rights of one of the following:
 - Rodeo Arena
 - Chuckwagon Racetrack
 - Rumble in the Valley tractor pull track
- Year-round sign on the top row of the Grandstands
- Your company flag flown in every Grand Entry
- Company name announced during the shows of all Valley Agricultural Society events. (1-3 sentence script to be provided by the company)
- Company Logo displayed periodically on Jumbotron during all shows at the Manitoba Stampede and Exhibition.
- Jumbotron Commercial Ad during all shows at the Manitoba Stampede and Exhibition (15 second video).
- 3 Banners at the Manitoba Stampede & Exhibition to be located in the Fair Show Ring
- 3 Banners at the Manitoba Stampede & Exhibition to be located in the Rodeo Arena
- 3 Banners at Rumble in the Valley, to be placed by the Valley Agricultural Society
- 1 full page ad in Rumble in the Valley program
- 1 full page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all Valley Agricultural Societies Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 50 tickets to all Valley Agricultural Society Events
- 6 VIP Passes to all Valley Agricultural Society Events
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space

Champion Partner Package**\$15,000**

- Grandstand naming rights
- Guaranteed Sponsor of the Day during the Manitoba Stampede & Exhibition
- Year-round sign on the top row of the Grandstands
- Your company flag flown in every Grand Entry
- Company name announced during the shows of all Valley Agricultural Society events. (1-3 sentence script to be provided by the company)
- Company Logo displayed periodically on Jumbotron during all shows at the Manitoba Stampede and Exhibition.
- Jumbotron Commercial Ad during all shows at the Manitoba Stampede and Exhibition (15 second video).
- 4 Banners at the Manitoba Stampede & Exhibition to be located in the Fair Show Ring
- 4 Banners at the Manitoba Stampede & Exhibition to be located in the Rodeo Arena
- 4 Banners at Rumble in the Valley, to be placed by the Valley Agricultural Society
- 1 Banner located in the Scratching River Saloon or Charlie's Place Saloon
- 1 full page ad in Rumble in the Valley program
- 1 full page ad in the Manitoba Stampede & Exhibition program

- Social Media mentions on all Valley Agricultural Societies Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 80 tickets to all Valley Agricultural Society Events
- 10 VIP Passes to all Valley Agricultural Society Events
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space

Customise your Package

All of our Packages are customisable to better suit your needs. If you do not see a package that benefits you, or you would like changes made to your current package, please let our office know, as we are able to create custom packages based on your company.

Please note that we also have options to upgrade your program ad size if you desire. You can contact our office, either by sending an email to vas@mymts.net, or calling (204)746-2552

All Signage, banners, flags and advertisement creations are the responsibility of the sponsor

Important Notes

Multiyear discount options are available – 2 years at 5%, 3 years at 10%, 4 years at 15% and 5 years at 20%

VAS Events for 2020 include the Manitoba Stampede and Exhibition and Rumble in the Valley

All Rumble in the Valley ads must be submitted to the VAS Office by May 1, 2020

All Manitoba Stampede ads must be submitted to the VAS Office by June 15, 2020

GST will be applied where applicable

Payment for your sponsorship can be made in several convenient ways including credit card, cheque or automated withdrawals. Please contact our office to enquire about our monthly payment options

Please specify if you would like your banner returned to you after the event

Values listed are dollar value amounts, in-kind donations will be assessed on a case by case basis

Media sponsorships are on a separate form, please contact the office for a copy