



VAS

Valley Agricultural Society



**2022 Partnership
Opportunities**
Celebrating 125+ Years

VAS

Valley Agricultural Society

Box 849; Morris, MB; R0G 1K0
Ph: 204-746-2552 Fax: 204-746-2900
E-mail: admin@valleyag.ca Web: www.valleyag.ca

Thanks for choosing to Partner with the Valley Agricultural Society

The Valley Agricultural Society (VAS) is a not-for-profit, volunteer-based organization. Originally formed in 1895 as an agricultural fair, it wasn't until 1964 that we added our flagship event, the Manitoba Stampede & Exhibition. The VAS has the primary goal of 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. Today, the Manitoba Stampede & Exhibition is still Manitoba's only professional rodeo! In 2017 the VAS premiered Rumble in the Valley, which has become Western Canada's largest truck and tractor pull. These events have become fan favourites, drawing large crowds from all over Southern Manitoba, and the world!

The VAS offers a unique way to market, and promote your business while enhancing your visibility. Our grounds are at the heart of our community and hosts multiple events throughout the year.

The VAS understands the importance of community and working together, therefore we have restructured our partnership opportunities by including packages to better suit the needs of our sponsors. The VAS strives to provide partnership packages that are mutually beneficial and our marketing team is eager to develop a variety of customized sponsorship packages.

We look forward to partnering with you!

Sincerely,

The Valley Agricultural Society Board of Directors



VAS

Valley Agricultural Society

Box 849; Morris, MB; R0G 1K0

Ph: 204-746-2552 Fax: 204-746-2900

E-mail: admin@valleyag.ca Web: www.valleyag.ca

Table of Contents

Valley Ag Society Events	4
Partnership Package Opportunities	5
Supporter Package \$500	5
Copper Package \$1,500.....	5
Silver Rodeo Supporter Package \$3,000.....	5
Silver Fair Supporter Package \$3,000.....	6
Golden Entertainment Partner Package \$4,000.....	6
Platinum Partner Package: \$5,000.....	7
Diamond Partner Package \$7,500.....	8
Executive Partner Package \$10,000	9
Legacy Partner Package \$15,000	10
Customize your Package	11
Important Notes.....	11
Additional Partnership Opportunities	12
Year-Round Advertising.....	12
Rumble in the Valley Advertising	12
The Manitoba Stampede and Exhibition Advertising	12

VAS

Valley Agricultural Society

Box 849; Morris, MB; R0G 1K0

Ph: 204-746-2552 Fax: 204-746-2900

E-mail: admin@valleyag.ca Web: www.valleyag.ca

Valley Ag Society Events:

Manitoba Stampede & Exhibition: As our flagship event, the Manitoba Stampede sees over 30,000 spectators come to the grounds. The Manitoba Stampede is Manitoba's only professional rodeo and brings crowds from all over the world including people from Germany, Netherlands, and the United States.

Rumble in the Valley: Started in 2017, this event has grown to be the largest Truck and Tractor Pull in Western Canada.

Valley Harvest & Market: We were excited to gain momentum with a local farmers market featuring local artists and entrepreneurs. As a bi-weekly event, the Valley Harvest & Market brought in local patrons as well as members of the surrounding communities.

Haunted Barn: Back by popular demand, the Haunted Barn was expanded to a 2-day event in October. This year all monetary and in-kind donations went in support of the local Food Bank and Dog Park.

Community Events:

- Winter Carnival
- Public Skating Rink
- Toboggan Hill
- Canada Day Celebrations
- And much more!

Rental Facility: In addition to VAS and community events, our grounds are available to rent year-round. Over the years we have hosted fundraisers, weddings, funerals, graduation parties, and family reunions. The VAS has been instrumental in attracting facility rentals such as the Adult & Teen Challenge Demolition Derby and a variety of music festivals. During our off season we also offer indoor winter storage for boats, campers, and classic cars.



Partnership Package Opportunities

Supporter Package

\$500

- Social Media mentions on all VAS Platforms
- Website Recognition
- Logo on Friends of the Manitoba Stampede map board
- 2 tickets to each VAS Event

Copper Package

\$1,500

- 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 the Rumble in the Valley program
- 1 Business card size ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition
- 6 tickets to each VAS Event

Silver Rodeo Supporter Package

\$3,000

- Company name announced during the shows of all VAS 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 the Rumble in the Valley program
- 1 quarter page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition with Company Logo
- Corporate Identification in electronic & print advertising.
- 15 tickets to each VAS Event
- 2 VIP Passes to each VAS Event
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition

Silver Fair Supporter Package**\$3,000**

- Company name announced during the shows of all VAS 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 the Rumble in the Valley program
- 1 quarter page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition with Company Logo
- Corporate Identification in electronic & print advertising.
- 15 tickets to each VAS Event
- 2 VIP tickets to each VAS Event
- 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:
 - 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 VAS 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 the Rumble in the Valley program
- 1 quarter page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 20 tickets to each VAS Event
- 2 VIP Passes to each VAS Event
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space

- 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
 - 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 VAS 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 VAS
- 2 Banners located in the Scratching River Saloon or Charlie's Place Saloon
- 1 half page ad in the Rumble in the Valley program
- 1 half page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 25 tickets to each VAS Event
- 4 VIP Passes to each VAS Event
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space



- 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 VAS 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 VAS
- 1 Banner located in the Scratching River Saloon or Charlie's Place Saloon
- 1 half page ad in the Rumble in the Valley program
- 1 half page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 40 tickets to each VAS Event
- 4 VIP Passes to each VAS Event
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space



- 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 VAS 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 VAS
- 1 full page ad in the Rumble in the Valley program
- 1 full page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 50 tickets to each VAS Event
- 6 VIP Passes to each VAS Event
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space



- 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 VAS 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 VAS
- 1 Banner located in the Scratching River Saloon or Charlie's Place Saloon
- 1 full page ad in the Rumble in the Valley program
- 1 full page ad in the Manitoba Stampede & Exhibition program
- Social Media mentions on all VAS Platforms
- Website Recognition with Company Logo and a link to your website
- Corporate Identification in electronic & print advertising.
- 80 tickets to each VAS Event
- 10 VIP Passes to each VAS Event
- Invitation to the President's Reception held during the Manitoba Stampede & Exhibition
- Option of a Vendor Space



Customize your Package

All of our packages are customizable 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.

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 admin@valleyag.ca, 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 2022 include the Manitoba Stampede and Exhibition, Rumble in the Valley, Valley Farmer's Market, and Haunted Barn

All Rumble in the Valley ads must be submitted to the VAS Office by May 1, 2022
All Manitoba Stampede ads must be submitted to the VAS Office by June 15, 2022

**GST will be applied where applicable

- Payment for your sponsorship can be made in several convenient ways including credit card, cheque, or E-Transfer. Please contact our office to inquire 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.

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
Orange Building Naming Rights	\$1,000
Bottom Row Grandstand 4' x 8'	\$800

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
"Explosion of the Night" Sponsor	\$750
"Pull of the Night" Sponsor	\$750
"Best Smoke Show" Sponsor	\$750
Track Signage 2' x 8'	\$500
Charlie's Place Saloon Fence Sign 4' x 8'	\$500

* Taxes applicable, and are not included in the price

The Manitoba Stampede and Exhibition Advertising

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

All ads are in black in white unless otherwise stated.

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

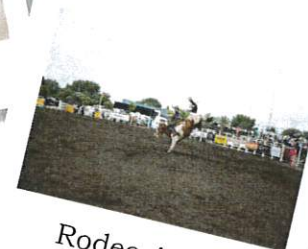
* Taxes applicable, and are not included in the price



Grandstand Signage



Programs



Rodeo Arena Sponsor



Jumbotron



Fair Sponsor



Rumble Sponsor

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

