

BACK TO BUSINESS



SPONSORSHIP OPPORTUNITIES

Edmonton
EXPO
Centre



PARTNER WITH FARMFAIR INTERNATIONAL

Every fall, farmers, ranchers and beef producers leave the farm and make the journey to Edmonton for Farmfair International. From genetics and livestock, to the latest in equipment and technology, Farmfair International has been one of Canada's top agricultural shows for more than 45 years. Livestock producers come to the Edmonton Region to show and sell top quality livestock, make important connections and share knowledge at Alberta's largest agriculture event.

Attendees of Farmfair International are entertained, educated and engaged with exciting activations and programs including a variety of cattle events, the Heritage Ranch Rodeo, the Stock Dogs Competition, and many youth and family programs including the Farm Family Awards, 4H Day and activities for young agricultural enthusiasts.

Strong partnerships are crucial to the ongoing success of Farmfair International and help us bring our industry together. We understand every organization has unique business objectives and we are open to developing a customized sponsorship package that suits your demands. Our sponsorship opportunities include event naming rights to Farmfair International, presenting rights to various industry-leading programs, exhibit space, hosting and brand exposure opportunities.

If your organization is interested in getting involved with Farmfair International and would like to explore partnership options, please connect us:

JENNA ONGARO

Sponsorship Sales

P: 780-984-5929

E: jongaro@exploreedmonton.com

**WE LOOK FORWARD TO RECOGNIZING YOUR ORGANIZATION AS A PROUD
PARTNER OF FARMFAIR INTERNATIONAL 2021**

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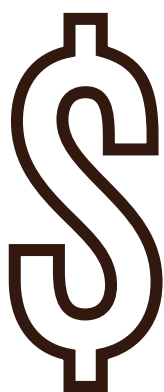


ABOUT FARMFAIR INTERNATIONAL

Farmfair International is the largest purebred beef show in Alberta. Boasting the highest prize purse in Canada with more than \$300,000 in prizing, Farmfair International draws in a large exhibitor participation and attendance from qualified buyers. General admission to Farmfair International 2021 is FREE.

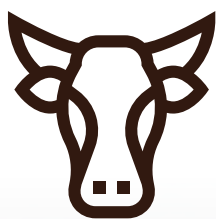
2021 EVENT FOCUS: Business to Business // Education // Youth Programing // Western Entertainment

2021 FARMFAIR INTERNATIONAL BY THE NUMBERS:



OVER \$300,000 IN PRIZING

INCLUDING \$1,000 PRIZE MONEY FOR BREED SHOW DIVISION WINNERS.



12 BREED SHOWS WITH MORE
THAN 15 PUREBRED BEEF BREEDS PARTICIPATING.



MORE THAN 16 WORKING RANCHES

FROM ACROSS WESTERN CANADA COMPETING IN THE 16TH ANNUAL HERITAGE RANCH RODEO.

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PLATINUM SPONSOR // TITLE SPONSOR OR PREMIUM ASSET // \$100,000+

(i.e. Farmfair International Presented by or Official Destination of Choice)

Category Exclusivity Note: No other competing organization or category will be a sponsor at Farmfair International.

PLATINUM SPONSOR BENEFITS:

- Inclusion in pre-event press releases.
- Designated as a Platinum Sponsor on the Farmfair International website with logo and hyperlink.
- Designated landing page on the Farmfair International website.
- Recognition in the Farmfair International promotional media buy including print, radio and digital event advertisements where applicable.
- Speaking engagements and verbal recognition at various events throughout Farmfair International including opening remarks.
- Branding and logo inclusion on event promotional material including but not limited to program communication such as newsletters, registrations, applications, awards etc.
- Opportunity to display company provided retractable banner(s) or free-standing sign(s) that would be placed strategically throughout Farmfair International.
- Thoughtful photography highlighting unique interactions with logo inclusion or brand identity captured in images.
- Opportunity to engage with Farmfair International attendees through display space, product placement and activations.
- Opportunity to provide a keynote speaker that can present during various events and programs to enhance the experience.
- In person interaction opportunities with key stakeholders.
- A behind the scenes tour of Farmfair International with an agriculture expert.
- Employee involvement and engagement opportunities during various programs and events throughout.
- Recognized in the Farmfair International newsletter with an opportunity to include special messaging.
- Pre-scripted content/mentions announced during various events and programs.
- Pre-recorded commercial showcased at various events and programs.
- Five-course farm-to-table meal at the Edmonton EXPO Centre Chef's Table for 10 people on a mutually agreed upon date.
- Invitation to the International Reception.
- Invitation to Supreme Show VIP Experience.
- Post-event wrap-up report of Farmfair International.



GOLD SPONSOR // HALL NAMING RIGHTS, OFFICIAL STATUS OR BUNDLE SPONSOR +3 PROGRAMS/SHOWS // \$50,000 - \$99,999

Program Exclusivity Note: Competing organization could be a sponsor at Farmfair International outside of designated program or Hall.

GOLD SPONSOR BENEFITS:

- Designated as a Gold Sponsor on the Farmfair International website with logo and hyperlink.
- Inclusion on landing pages for select programs and or wayfinding maps on the Farmfair International website.
- Recognition in the Farmfair International promotional media buy including print, radio and digital event advertisements that promote the select programs or Halls.
- Speaking engagement or verbal recognition at select programs or in the select Halls.
- Branding and logo inclusion on select programs marketing material including but not limited to program communication and newsletters, registrations, applications, awards etc.
- Opportunity to display company provided retractable banner(s) or free-standing sign(s) that would be placed strategically at select program locations or in select Halls.
- Thoughtful photography highlighting unique interactions with logo inclusion or brand identity captured in images.
- Opportunity to engage with Farmfair International attendees through display space, product placement and activations.
- Opportunity to provide a keynote speaker during select programs or in select Hall to enhance the experience.
- In-person interaction opportunities with key stakeholders.
- A behind the scenes tour of Farmfair International with an agriculture expert.
- Employee involvement and engagement opportunities during select programs or in select Halls.
- Pre-scripted content/mentions announced during select programs or in select Halls.
- Pre-recorded commercial showcased at select programs or in select Halls.
- Five-course farm-to-table meal at the Edmonton EXPO Centre Chef's Table for 10 people on a mutually agreed upon date.
- Invitation to the International Reception.
- Invitation to Supreme Show VIP Experience.
- Post-event wrap-up report of Farmfair International.



SILVER SPONSOR // BUNDLE SPONSOR +2 PROGRAMS/SHOWS // \$25,000 - \$49,999

SILVER SPONSOR BENEFITS:

- Designated as a Silver Sponsor on the Farmfair International website with logo and hyperlink.
- Inclusion on landing pages for select programs on the Farmfair International website.
- Recognition in the Farmfair International promotional media buy including print, radio and digital event advertisements that promote the select programs.
- Speaking engagement or verbal recognition at select programs.
- Branding and logo inclusion on select program marketing material including but not limited to program communication and newsletters, registrations, applications, awards etc.
- Opportunity to display company provided retractable banner(s) that would be placed strategically within select programs.
- Thoughtful photography highlighting unique interactions with logo inclusion or brand identity captured in images.
- Opportunity to engage with Farmfair International attendees through display space, product placement and activations.
- Opportunity to provide a keynote speaker during select programs to enhance the experience.
- In person interaction opportunities with key stakeholders.
- A behind the scenes tour of Farmfair International with an agriculture expert.
- Employee involvement and engagement opportunities during select events and programs.
- Pre-scripted content/mentions announced during select program.
- Pre-recorded commercial showcased at select program.
- Invitation to the International Reception.
- Invitation to Supreme Show VIP Experience.
- Post-event wrap-up report of Farmfair International.



BRONZE SPONSOR // PROGRAM/SHOW // \$10,000 - \$24,999

BRONZE SPONSOR BENEFITS:

- Designated as a Bronze Sponsor on the Farmfair International website with logo and hyperlink.
- Inclusion on landing page for select program on the Farmfair International website.
- Recognition in the Farmfair International promotional media buy including print, radio and digital event advertisements that promote the select program.
- Speaking engagement or verbal recognition at select program.
- Branding and logo inclusion on select program material including but not limited to program communication and newsletters, registrations, applications etc.
- Opportunity to display company provided retractable banner(s) that would be placed strategically at select program.
- Thoughtful photography highlighting unique interactions with logo inclusion or brand identity captured in images.
- Opportunity to engage with Farmfair International attendees through display space, product placement and activations.
- Opportunity to provide a keynote speaker during select programs to enhance the experience.
- In person interaction opportunities with key stakeholders.
- Employee involvement and engagement opportunities during select program.
- Pre-scripted content/mentions announced during select program.
- Pre-recorded commercial showcased at select program.
- Invitation to Supreme Show VIP Experience.
- Post-event wrap-up report of Farmfair International.



NICKEL SPONSOR // SUPPORTING // \$5,000 - \$9,999

NICKEL SPONSOR BENEFITS:

- Designated as a Nickel Sponsor on the Farmfair International website with logo and hyperlink.
- Inclusion on landing pages for select supporting program on the Farmfair International website.
- Branding and logo inclusion on select supporting program material including but not limited to program communication and newsletters, registrations, applications etc.
- Opportunity to display company provided retractable banner that would be placed strategically at select program.
- Thoughtful photography highlighting unique interactions with logo inclusion or brand identity captured in images.
- Opportunity to engage with Farmfair International attendees through display space, product placement and activations.
- In person interaction opportunities with key stakeholders.
- Employee involvement and engagement opportunities during select events supporting program.
- Pre-scripted content/mentions announced during select program.
- Pre-recorded commercial showcased at select program.
- Invitation to Supreme Show VIP Experience.
- Post-event wrap-up report of Farmfair International.



COPPER SPONSOR // CONTRIBUTING // \$1,500 - \$4,999

COPPER SPONSOR BENEFITS:

- Designated as a Copper Sponsor on the Farmfair International website with logo and hyperlink.
- Inclusion on landing pages for select supporting program on the Farmfair International website.
- Branding and logo inclusion on select supporting program material including but not limited to program communication and newsletters, registrations, applications etc.
- Opportunity to engage with Farmfair International attendees through display space, product placement and activations.
- In person interaction opportunities with key stakeholders.
- Employee involvement and engagement opportunities during select events supporting program.
- Pre-scripted content/mentions announced during select program.
- Pre-recorded commercial showcased at select program.
- Invitation to Supreme Show VIP Experience.
- Post-event wrap-up report of Farmfair International.

FRIEND SPONSOR // RECOGNITION // \$500 - \$1,499

FRIEND SPONSOR BENEFITS:

- Designated as a Friend Sponsor on the Farmfair International website with logo and hyperlink.
- Thoughtful photography highlighting unique interactions. Brand identity included in captured images
- General verbal acknowledgement during select program.
- Pre-recorded commercial showcased at select program.
- Invitation to Supreme Show VIP Experience.
- Post-event wrap up report of Farmfair International.

