

COLLINGWOOD

AGRICULTURAL

SOCIETY

FOUNDED 1855

The Collingwood Agricultural Society's 2025 Sponsorship Package



INTRODUCTION:

The mission of the Collingwood Agricultural Society is to bring communities together to celebrate and promote our agricultural heritage while preserving a home for the Great Northern Exhibition (GNE). Accordingly, the Board of Directors of the Collingwood Agricultural Society is seeking support from members of the community in order to uphold our mission.

Fairs are and have been a part of rural Canada for many years, and 2025 will bring us to the 168th GNE. As an innovative community partner, the Collingwood Agricultural Society is committed to motivating all generations, sustainability, collaboration, showmanship, tradition, and leadership. The Collingwood Agricultural Society continues to support agricultural education and our local community. The GNE is the tie that brings us together each fall to experience and celebrate the many different aspects of these local communities.

HOW IS THE GNE FINANCED?

Through the support of community-minded individuals, service clubs, small and large businesses, professional practices, corporations and GNE volunteer-operated fundraising events.

HOW CAN YOU HELP?

Become a sponsor of a particular GNE event or of the Fair in general. As a designated sponsor, your support is recognized throughout the Fair! For example, some of the events that have sponsors are Education Day, the Ambassador program, the Photography Show, livestock shows, horse shows, special events, etc. The satisfaction of participation in the growth and development of your community will offer ongoing rewards to you.

RECOGNITION:

Sponsors of the Great Northern Exhibition receive excellent on-site recognition throughout the fair weekend, and beyond.

In addition, the Collingwood Agricultural Society is a registered charitable organization and issues tax receipts to individuals and businesses for all contributions, as requested.

Finally, all of our sponsors are listed in the fair prize book, receive public recognition during the Fair at their designated sponsor area by PA announcement, and their name is on the sponsorship billboard in the Agricultural Building.

Please see individual sponsorship levels below for further recognition and opportunities.

LEVELS OF SPONSORSHIP:

- | | |
|-----------------------|--------------------|
| 1. Starting Gate | \$10 to \$99 |
| 2. Friend of the Fair | \$100 to \$299 |
| 3. Fair Builder | \$300 to \$499 |
| 4. Bin Filler | \$500 to \$999 |
| 5. Hay Maker | \$1 000 to \$2 999 |
| 6. Country Squire | \$3 000 to \$4 999 |
| 7. Grand Champion | \$5 000 and up |

1. Starting Gate

Contribution: \$10 to \$99

2. Friend of the Fair

Additional recognition for “Friend of the Fair” sponsors are as follows:

- 2 fair passes
- Invitation to our President’s Reception in October

Contribution: \$100 to \$299

3. Fair Builder

Additional recognition for “Fair Builder” sponsors are as follows:

- 4 fair passes
- Invitation to our President’s Reception in October
- 2’ x 2’ sign supplied by you can be mounted at the fairgrounds near the event area you are sponsoring or in another suitable location

Contribution: \$300 to \$499

4. Bin Filler

Additional recognition for “Bin Filler” sponsors are as follows:

- 6 fair passes
- Invitation to our President’s Reception in October
- 4’ x 4’ sign supplied by you can be mounted at the fairgrounds near the event area you are sponsoring or in another suitable location

Contribution: \$500 to \$999

5. Hay Maker

Additional recognition for “Hay Maker” sponsors are as follows:

- 8 fair passes
- Invitation to our President’s Reception in October
- 4’ x 8’ sign supplied by you can be mounted at the fairgrounds near the event area you are sponsoring or in another suitable location
- Logo on the Collingwood Agricultural Society’s website as a banner ad

Contribution: \$1 000 to \$2 999

6. Country Squire

Additional recognition for “Country Squire” sponsors are as follows:

- 10 fair passes
- Invitation to our President’s Reception in October
- 4’ x 8’ sign supplied by you can be mounted at the fairgrounds near the event area you are sponsoring or in another suitable location
- Logo on the Collingwood Agricultural Society’s website as a banner ad

Contribution: \$3 000 to \$4 999

7. Grand Champion

Additional recognition for “Grand Champion” sponsors are as follows:

- 15 fair passes
- Invitation to our President’s Reception in October
- 4’ x 8’ sign supplied by you can be mounted at the fairgrounds near the event area you are sponsoring or in another suitable location
- Logo on the Collingwood Agricultural Society’s website as a banner ad

Contribution: \$5 000 and up

DRIVEWAY SIGNS:

- Limited availability - please contact sponsorship@greatnorthernex.com for more information
- 4’ x 8’ sign supplied by you to be mounted along the driveway for year-round advertising
- Must be a Hay Maker, Country Squire or Grand Champion sponsor to access this opportunity
- Driveway sign fee is an additional \$500 for each calendar year
- Sign maintenance is at sponsor’s expense
- Sign mounting posts are maintained by the Collingwood Agricultural Society

If you have any questions about the Collingwood Agricultural Society’s sponsorship program, please reach out to sponsorship@greatnorthernex.com for more information.

Please note: Purchasing and placement of advertisements in the fair prize book is not affiliated with the Collingwood Agricultural Society. The Creemore Echo sells and places the prize book advertisements. They would be happy to accommodate placement of advertisements in requested sections of the prize book as best they can. If you would like more information or would like to purchase advertising space in the fair prize book, please reach out to the Creemore Echo at sales@creemore.com or 705-466-9906.

PRIVACY STATEMENT

“Any information collected by the Collingwood Agricultural Society regarding members, exhibitors, commercial exhibitors, sponsors, directors and any other persons related directly to the business of the Collingwood Agricultural Society and the Great Northern Exhibition, will be solely used for the purposes of promotion of the Collingwood Agricultural Society and the Great Northern Exhibition and for the maintenance of their files and database. Any member, exhibitor, commercial exhibitor, sponsor or director realizes that when they agree to take part in the Collingwood Agricultural Society and the Great Northern Exhibition, that their names may be published for these reasons only. None of this information whatsoever will be sold or transferred to any outside party for any reason.”