



# Sponsorship Package

## **MISSION**

Dedicated to the promotion of agriculture and its contributions for the betterment of the community and surrounding areas

## **VISION**

To facilitate agricultural awareness through year-round entertainment, education, and competition activities

To be successful, the Association will integrate rural and urban talents and strive to maintain relevancy in all areas for the changing needs of our community.

Funds will be raised to meet these goals.



The Prince Albert Exhibition Association continues to be a progressive and well-respected Agricultural Society. Established in 1883, we are the oldest operating Agricultural Society in the province.

Being a non-profit organization, we cannot survive without forming mutually beneficial partnerships with local and area businesses. It is through these partnerships and the support of volunteers that the Exhibition Association can continue to deliver and host a variety of quality programs and showcases. This incredible support has been instrumental in helping the Association gain provincial and national recognition for many of its events. As such, the Exhibition Association is contacting existing and prospective partners in an effort to identify the most positive, beneficial, and business-friendly method of securing continued sponsorship.

The upcoming years look to be exciting times, with new shows, projects, and events being planned and initiated. Through a positive and innovative approach, it is reasonable to expect that in excess of 100,000 people will visit the grounds within the next twelve months. This estimate includes businesses and people from across the country.

New programs will allow us to expand the total entertainment/business package offered at the Exhibition, and, in turn, supply Prince Albert and area partners with increased advertising exposure and a growing client base.

Should you wish to become involved with the Exhibition Association through sponsorship, please read the following information and return the completed forms to our office.

Thank you for taking the time to review this proposal. I am confident that, should you decide to support the Exhibition Association and its programs, you will be entering into a successful partnership that will continue to be productive well into the future.



# SPONSORSHIP OUTLINE

Sponsorship of the Prince Albert Exhibition Association is generally made through two types of donations:

- ❖ **Monetary:** A cash donation that can be applied to the Association's overall operation or to a specific event \*Cash Donations are accepted by cheque or e-transfer to [paexpay@gmail.com](mailto:paexpay@gmail.com)
- ❖ **In-Kind:** A donation of prizes or for materials, use of equipment, and/or services

Sponsors will receive acknowledgment through signage and on-going advertising, utilizing the broadest range of media outlets, including, where possible, but not limited to, business signage, posters, internet websites, Facebook & Twitter. Sponsor acknowledgment and benefits vary with each of the six levels of sponsorship.

Please review this information to determine which sponsorship option is right for you.

---

**Thank you for taking the time to consider our  
sponsorship proposal.**

If you require additional  
information, please contact the  
Exhibition office at:

**Phone:** (306) 941-8916

**Email:**

[paex@sasktel.net](mailto:paex@sasktel.net) or

**visit our website at:**  
[www.paexhibition.com](http://www.paexhibition.com)



## **“BRONZE”**

➡ Two Complimentary Summer Fair Day passes. (Upon Request)



Complimentary tickets to related Exhibition sponsored events (upon request).

➡ Recognition in print posters; PAEX website; Facebook & Twitter.

➡ Signage to be place around PAEX grounds minimum 2 weeks prior to event and remain up for 2 weeks after event.

➡ Signage to be provided by sponsor.

**Annual Sponsorship Investment \$500.00  
to \$1,999.00**



## **“SILVER”**

➡ Four Complimentary Summer Fair Day passes (upon request).

➡ One Complimentary Summer Fair vehicle pass (upon request).

Complimentary tickets to related Exhibition sponsored events (upon ➡ request).



Recognition in print posters; PAEX website; Facebook and twitter.

Signage exposure on the Exhibition grounds, exterior of ➡ buildings, and venues

➡ Signage to be place around PAEX grounds minimum 1 month prior to event and remain up for 1 month after event.

➡ Signage to be provided by sponsor.

**Annual Sponsorship Investment**  
**\$2,000.00 to \$4,999.00**



## **“GOLD”**

➡ Six Complimentary Summer Fair Day passes  
(upon request)

Two Complimentary Summer Fair vehicle pass  
➡  
(upon request)

➡ Complimentary tickets to related Exhibition  
sponsored events (upon request)

➡ Signage to be place around PAEX grounds, or  
exterior buildings, or venues minimum 1 month  
prior to event and remain up for 6 months.

➡ Signage to be provided by sponsor.

➡ Recognition in advertising programs through various media  
outlets involved with sponsored Exhibition events throughout  
the year.

**Annual Sponsorship Investment**  
**\$5,000.00 to \$9,999.00**



## **“PLATINUM”**

➡ Eight Complimentary Summer Fair Day passes (upon request).

➡ Three Complimentary Summer Fair vehicle pass (upon request).

Year-round signage exposure on the Exhibition grounds, ➡ buildings, and venues. (12 months from partnership).

Additional signage during the Summer Fair



Complimentary tickets to Exhibition sponsored events (upon request)



Recognition in all advertising programs through various media involved with sponsored Exhibition events throughout the year



**Annual Sponsorship Investment**  
**\$10,000.00 to \$20,000.00**



## **“DIAMOND”**

➡ Ten Complimentary Summer Fair Day passes (upon request).

➡ Four Complimentary Summer Fair vehicle pass (upon request).

Year-round signage exposure on the Exhibition grounds, ➡ buildings, and venues. (12 months from partnership).

Banner Signage during the Summer Fair.

➡ Complimentary tickets to Exhibition sponsored events (upon request).

➡ Recognition in all advertising programs through various media involved with sponsored Exhibition events throughout the year.

**Annual Sponsorship Investment  
\$20,000.00 and up**





## SPONSORSHIP FORM

Sponsorship Amount: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

---

**Thank you for your support!**

Please return this form to the Exhibition office at:

**Prince Albert Exhibition Association**

**Box 1538**

**Prince Albert, SK S6V 5T1**

**Phone:** (306) 941-8913

**Email:** [paex@sasktel.net](mailto:paex@sasktel.net)

**Website:** [www.paexhibition.com](http://www.paexhibition.com)

### METHODS FOR PAYMENTS ARE:

- Please make cheques payable to Prince Albert Exhibition Association
- E-transfer to [paexpay@gmail.com](mailto:paexpay@gmail.com)
- Credit or Debit cards to our point-of-sale machine