

# Sponsorship Opportunities



## HOME OF

THE MANITOBA STAMPEDE AND EXHIBITION  
SINCE 1964

RUMBLE IN THE VALLEY  
SINCE 2017

NEW FOR 2018 – THE ROCKIN' HORSE MUSIC FESTIVAL!

## What is New?

The Valley Agricultural Society is always looking to increase the value of our Partnership Opportunities for our generous sponsors. We strive to be a relevant and active in our community.

This means that we are always striving to have events on our grounds year round. We host a "Pit Stop" during the Pembina Valley Amazing Race, numerous community events and are excited to see the return of Rumble in the Valley, Manitoba's largest tractor pull. We offer grounds rentals and winter storage space and are always looking for new and exciting events to bring to our grounds. We have added a one day music festival to our events this year. The Rockin' Horse Music Festival will be taking place August 11, 2018.

This year we are excited to extend our free grounds admission. We are leaving the gates wide open!!

## How it Works

This year we have organized our packages in a way that ensures that our Sponsors get the most out of their sponsorship with us. This means that you are able to customize your sponsorship with us in a way that will allow you to reach your target audience through us.

All you have to do is pick the amount you wish to sponsor, either monetarily or in-kind, and then choose the ad space and ticket package equal to that amount that best suits your needs.

**Discount Opportunities:** For multi-year contracts with the VAS we now offer an overall discount on your sponsorship, which translates to more savings for you.

## Year-Round Recognition

We are now offering our Sponsors year-round recognition for their contribution with us by having signs stay up on the Grandstands through the length of your commitment with us. With more events happening on our grounds every year, your exposure to your target markets continues to grow with us.

### Grandstand Signage

4' x 8' Sign

#### 1 Year

Top Row (year round)	\$1,500.00
Middle (year round)	\$1,200.00
Bottom (event only)	\$800.00
Beer Garden back wall	
2' x 4' Sign	\$600.00
Beer Garden fence	
2' x 4' Sign	\$400.00
4' x 8' Sign	\$600.00
Custom sizing can also be accommodated	

### Rodeo Signage

Chutes	\$1,200.00
Inner Chutes	\$300.00
Announcer Booth	\$1,000.00
Inner Circle (2'x10')	\$800.00
Outer Circle (2'x10')	\$500.00

### Fair and Ag-Tivity Ring

2' x 10' Banner

Top	\$500.00
Middle	\$300.00
Bottom	\$200.00
Announcer Booth	\$150.00

### Naming Opportunities

Grandstands*	\$7,500.00
Heavy Horse Barn**	\$2,500.00
Light Horse Barn**	\$2,500.00
Dairy Barn	\$2,500.00
Rodeo Ring	\$1,000.00
Fair Rings	\$1,000.00
Orange Buildings	\$500.00

### Rockin' Horse Music Festival Signage

Fence on either side of the Stage	\$500.00
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## Program Ads

Place your ad in our Rodeo Program and reach a more diverse market.

	STAMPEDE	RUMBLE
Back Outside Cover (Colour)	\$1,250.00	\$1250.00
Back Inside Cover (Colour)	\$1,000.00	\$1000.00
Inside Cover	\$1,000.00	\$1000.00
Full Page	\$800.00	\$800.00
½ Page	\$300.00	\$300.00
¼ Page	\$250.00	\$250.00
Business Size Ad	\$100.00	\$100.00

\*Naming of the Grandstands only available with a multi-year Partnership

\*\*Naming of Barns only available with a multi-year Partnership

## Ticket Packages

In order to keep our partnerships equitable, we offer a number of ticket options. Indicate which event you would like to get tickets for.

	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$3,000</b>	<b>\$4,000</b>	<b>\$5,000</b>
Day Passes	2	5	10	15	20	25
BOGO	5	10	15	20	25	30
VIP 1 Day		2 passes for both V.A.S. events	2 passes for both V.A.S. events			
VIP 4 Day				2 passes for both V.A.S. events	2 passes for both V.A.S. events	4 passes for both V.A.S. events
Vendor Space				Optional	Optional	Optional

\*\*\* We also offer Corporate Hosting opportunities. Please contact the office for more information

\*\*\*\*We also offer indoor and outdoor vendor space for Partners to showcase themselves. Please Contact the office if this is something that interests you.

## **Additional Perks**

- ✧ Electronic acknowledgment comes with all packages over \$1,000. \$1000 to \$3000 sponsors will be in the silver level, \$3001 to \$4999 will be in the Gold level and \$5000 and up will be in the platinum level. This includes a thumbnail logo size varies as per level of sponsorship, on our website, and mention on our Social Media outlets including our Facebook page that has over 5,000 followers.
- ✧ All Packages that include Program ads will also receive an on-site public thank you.



- ✧ All sponsors have the opportunity to be named Sponsor of the Day, which includes recognition in our Rodeo Program, on-site public recognition, and a sign on the Grandstands. Sponsor of the Day is open to all sponsors and will be chosen at the Marketing Committee's discretion.
- ✧ Ad-Space in pre-event advertising will be chosen at the Marketing Committee's discretion.

## Discount Opportunities

2 years	3 years	4 years	5 years
5%	10%	15%	20%

## Appendix

- ✧ All Signage, banners, flags and advertisement creations are the responsibility of the sponsor.
- ✧ All Rumble in the Valley Ads must be submitted to the VAS Office by May 1<sup>st</sup>, 2018.
- ✧ All Rodeo Program Ads must be submitted to the VAS Office by June 1<sup>st</sup>, 2018.
- ✧ All Exhibitor space is one outdoor (12'x12'), or one indoor (10'x10') space. Please confirm a space will be required at the time of signing the agreement as space is limited. A concession application must be completed and submitted to the VAS office by June 1, 2018. All our standard TERMS and CONDITIONS apply.
- ✧ Please note that GST will be applied where applicable.
- ✧ BOGO- Buy One/ Get One. This is a new option included in all of our packages. Everyone loves a good deal and the BOGOs give you the opportunity to share. They are useful to hand out to your:
  - Partners
  - Current & Potential Customers
  - Or for promoting your business.
- ✧ **Payment for your sponsorship can be made in several convenient ways: Credit Card, Cheque or Automated Withdrawals. Contact the office to inquire about our monthly payment options.**