



# 2023 Sponsorship Packages

## PLATINUM

\$8,000+

- Named Sponsor at a Platinum level event
  - Event Banner
  - Public Recognition in Media Advertisements
  - Public Recognition at Fair Events
- Invitation to Opening Ceremonies
- Reserved Table at the Pancake Breakfast<sup>1</sup>
- VIP Parking<sup>2</sup>
- "Skip the line" VIP treatment for up to 15 people<sup>3</sup>
- Entertainment Tent Banner
- 12 Weekend Passes
- 60 Midway Coupons
- 4 Passes to Friday's Main Event
- 2x4 Front Fence Sign
- Recognition on Sponsor Board
- Corporate Logo Advertised on RAS Website and through Social Media
  - Added to RAS Website's homepage

## GOLD

\$5,000-\$7,999

- Named Sponsor at a Gold level event
  - Event Banner
  - Public Recognition at Fair Events
- Invitation to Opening Ceremonies
- Reserved Table at the Pancake Breakfast<sup>1</sup>
- VIP Parking<sup>2</sup>
- "Skip the line" VIP treatment for up to 10 people<sup>3</sup>
- Entertainment Tent Banner
- 10 Weekend Passes
- 60 Midway Coupons
- 2 Passes to Friday's Main Event
- 2x4 Front Fence Sign
- Recognition on Sponsor Board
- Corporate Logo Advertised on RAS Website and through Social Media
  - Added to RAS Website's homepage

## SILVER

\$3,500-\$4,999

- Named Sponsor at a Silver level event
  - Event Banner
  - Public Recognition at Fair Events
- Invitation to Opening Ceremonies
- Reserved Table at the Pancake Breakfast<sup>1</sup>
- "Skip the line" VIP treatment for up to 8 people<sup>3</sup>
- Entertainment Tent Banner
- 8 Weekend Passes
- 40 Midway Coupons
- 2x4 Front Fence Sign
- Recognition on Sponsor Board
- Corporate Logo Advertised on RAS Website and through Social Media
  - Added to RAS Website's homepage



## BRONZE

\$2,000-\$3,499

- Invitation to Opening Ceremonies
- Public Recognition at Fair Events
- "Skip the line" VIP treatment for up to 6 people<sup>3</sup>
- Entertainment Tent Banner
- 6 Weekend Passes
- 30 Midway Coupons
- 2x4 Front Fence Sign
- Recognition on Sponsor Board
- Corporate Logo Advertised on RAS Website

## COPPER

\$1,000-\$1,999

- 4 Weekend Passes
- 20 Midway Coupons
- 2x4 Front Fence Sign
- Recognition on Sponsor Board
- Corporate Logo Advertised on RAS Website

## PEWTER

\$500-\$999

- 5 Day Passes
- 10 Midway Coupons
- 2x4 Front Fence Sign
- Recognition on Sponsor Board
- Corporate Logo Advertised on RAS Website

## FRIEND

<\$500

- You are important to us! Even a donation of \$20.00 helps run many of our programs. Please consider being a Friend of the Fair and we will provide a charitable donation receipt in exchange.

## Add-On

(New to 2023)

- Chuck Wagon Races - \$1000:  
We have 4 Chuck Wagons that will be racing throughout the Fair weekend. Here is your opportunity to advertise on one of them:
  - Have your logo here →
  - Challenge a friend or competing business
  - See who's Wagon will be crowned the champion



### Notes:

1. Tables must be reserved by 10:00am, Saturday, 19 August
2. Only one vehicle allowed per sponsor. Vehicle must be registered with the Fair Office before pass will be issued.
3. Must be accompanied by the person registered on the sponsorship application as "name of sponsor"
4. Sponsorship Packages are accumulative based on total contributions between 2022 Russell Fair and 2023 Russell Fair



# 2023 “Named Sponsor” Opportunities

## PLATINUM

**Platinum Level Sponsors will be given the opportunity to bid on the following events:**

- Friday Night’s Dallas Smith
- Main Stage
  - Onsite signage throughout the Fair Grounds will read “The\_\_\_\_ Stage” or a similar agreed on title
- Any other Fair event including those listed at the Gold and Silver Levels

Advertisement Opportunities include all media and advertising related to the subject event/space

## GOLD

**Gold Level Sponsors will be given the opportunity to bid on the following events:**

- Demolition Derby
- Truck Pull
- Sunday Night’s SOS – Abba Experience
- Beverage/Entertainment Tent
  - Onsite signage throughout the Fair Grounds will read “The\_\_\_\_ Tent” or a similar agreed on title
- Family Day
- Any other Fair event excluding those listed at the Platinum Level

Advertisement Opportunities include all media and advertising related to the subject event/space

## SILVER

**Silver Level Sponsors will be given the opportunity to bid on the following events:**

- Pancake Breakfast
- People’s with Disability Day
- Senior’s Day
- Tractor Pull
- Heavy Horse Pull
- Children’s Entertainment Stage
  - Onsite signage throughout the Fair Grounds will read “The\_\_\_\_ Stage” or a similar agreed on title
- Education Tent
  - Onsite signage throughout the Fair Grounds will read “The\_\_\_\_ Tent” or a similar agreed on title
- Gates
  - Onsite signage at the gates will read “These gates are sponsored by \_\_\_\_ ” or a similar agreed on title
- Any other Fair event excluding those listed at the Platinum and Gold Levels
- Any other Russell Agricultural Society Event happening between the 2022 Russell Fair and 2023 Russell Fair (ie: Chicken Barbeque, Russell Community Market, etc.)

Advertisement Opportunities include all media and advertising related to the subject event/space

Terms:

1. Sponsorship Committee will begin accepting “Named Sponsor” offers on 1 June (exceptions may apply based on advertising schedules)
2. Sponsorship Committee will accept the highest offer for each individual event. In the event that an event does not receive any offers, it will be opened for offers at the next level (ie: A Silver Level Event will be offered to Bronze Level Sponsors)
3. It is encouraged that you speak with a member of the sponsorship committee when considering the benefits of becoming a “Named Sponsor”



# Sponsorship Application Form

## Select Your Sponsorship Level

PLATINUM  GOLD  SILVER  BRONZE  COPPER  PEWTER  FRIEND

## Would you like to be advertised on one of the 4x Chuck Wagons?

YES  NO  I don't understand, please contact me for more details

Sponsorship Amount \$ \_\_\_\_\_

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

Name of Sponsor \_\_\_\_\_

Primary Point of Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_

Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

\*Please feel free to contact the Chair of the Sponsorship Committee for any special requests regarding your sponsorship package/perks. This includes additional advertising, sponsorship-in-kind, and "Named Sponsor" opportunities. Bill Andrews – [outreach.russellagsociety@gmail.com](mailto:outreach.russellagsociety@gmail.com)

## Terms

- Please send us a completed digital or printed copy of the application form.
- Receipt of applications will be acknowledged by the RAS office.
- Full payment is due and payable to Russell Agricultural Society upon receipt.
- Payment can be sent by cheque via mail, by e-transfer to ([treasurer@russellagriculturalsociety.com](mailto:treasurer@russellagriculturalsociety.com)) or visit us in the fair office (see website for hours).
- RAS Office: 1076 Concession Street P.O. Box 730 Russell ON K4R 1E8
- For questions, contact us by phone at 613-445-1742 (office) or by email at [info@russellagriculturalsociety.com](mailto:info@russellagriculturalsociety.com)
- A board member with RAS will contact donors with details about the benefits of the sponsorship.