



April 26, 2025

To our past and prospective sponsors,

We are pleased to present to you the sponsorship program for the Russell Agricultural Society's (RAS) 167th Russell Fair from 14-17 August, 2025.

Attached with this letter, is our Sponsorship Opportunity Package with various sponsorship levels designed to appeal to a wide variety of budgets. We invite you to explore the opportunities that sponsoring the Fair can bring to you – from greater awareness, increased visibility, and recognition of your products and services within our community, as well as the satisfaction that this wonderful community event could not happen without your support.

While reviewing, please consider the following:

- Sponsorship-in-Kind: In lieu of a financial commitment, companies can provide valuable services/resources through our Sponsorship-in-kind program.
- Partnership: We are always looking to pool our resources with participating partners to promote tourism within Russell and the surrounding communities during the Russell Fair.
- Flexibility: No matter what package you choose, we would be happy to work with you to customize it in order to meet the needs of you and your company.

Despite rising costs in all areas, we have elected to keep our event affordable for our communities and keep our gate prices the same as last year. To do this, we will be relying on the generosity of our sponsors more than ever to fund the many great events at the Fair.

Our sponsorships are invaluable to the success of the 2025 Russell Fair. Please do not hesitate to contact the Sponsorship Committee Chairs Mhairi Rowland and Erin McLean at info@russellagriculturalsociety.com or me with any questions or concerns you might have. Your feedback is important to us.

We look forward to welcoming you at the 2025 Russell Fair. And again, thank you for your continued and loyal support of the oldest and largest event in the Township of Russell.

Yours in Agriculture,

Liz O'Gorman-Smit
President
Russell Agricultural Society
info@russellagriculturalsociety.com


Payment for sponsorships can be sent by cheque via mail, by e-transfer (please include company name in details) to treasurer@russellagriculturalsociety.com or by appointment at the fair office.



2025 Sponsorship Packages

PLATINUM \$8,000	<ul style="list-style-type: none"> · Named Sponsor at a Platinum level event <ul style="list-style-type: none"> ▪ Event Banner ▪ Public Recognition in Media Advertisements ▪ Public Recognition at Fair Events · Invitation to Opening Ceremonies · Reserved Table at the Pancake Breakfast¹ · VIP Parking² · Entertainment Tent Banner · 12 Weekend Passes · 50 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 <ul style="list-style-type: none"> ▪ Added to RAS Website's homepage
GOLD \$5,000	<ul style="list-style-type: none"> · Named Sponsor at a Gold level event <ul style="list-style-type: none"> ▪ Event Banner ▪ Public Recognition at Fair Events · Invitation to Opening Ceremonies · Reserved Table at the Pancake Breakfast¹ · VIP Parking² · Entertainment Tent Banner · 10 Weekend Passes · 40 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
SILVER \$3,500	<ul style="list-style-type: none"> · Named Sponsor at a Silver level event <ul style="list-style-type: none"> ▪ Event Banner ▪ Public Recognition at Fair Events · Invitation to Opening Ceremonies · Reserved Table at the Pancake Breakfast¹ · Entertainment Tent Banner · 8 Weekend Passes · 30 Midway Coupons · 2x4 Front Fence Sign · Recognition on Sponsor Board



BRONZE \$2,000	<ul style="list-style-type: none"> · Invitation to Opening Ceremonies · Public Recognition at Fair Events · Entertainment Tent Banner · 6 Weekend Passes · 20 Midway Coupons · 2x4 Front Fence Sign · Recognition on Sponsor Board · Corporate Logo Advertised on RAS Website
COPPER \$1,000	<ul style="list-style-type: none"> · 4 Weekend Passes · 15 Midway Coupons · 2x4 Front Fence Sign · Recognition on Sponsor Board · Corporate Logo Advertised on RAS Website
PEWTER \$500	<ul style="list-style-type: none"> · 5 Day Passes · 10 Midway Coupons · 2x4 Front Fence Sign · Recognition on Sponsor Board · Corporate Logo Advertised on RAS Website
FRIEND <\$500	<p>You are important to us! Even a donation of \$20 helps run many of our programs. Please consider being a Friend of the Fair and we can provide a charitable donation receipt in exchange.</p>
Chuck Wagon Add on or Standalone	<ul style="list-style-type: none"> · Chuck Wagon Races - \$750: <p>We have 4 Chuck Wagons that will be racing throughout the Fair weekend. Here is your opportunity to advertise on one of them:</p> <ul style="list-style-type: none"> ▪ Have your logo here ▪ Challenge a friend or competing business ▪ See who's Wagon will be crowned the champion ▪ Available to 4 sponsors ▪ Add-on or standalone ▪ Recognition on Sponsor Board ▪ Corporate Logo Advertised on RAS Website 

Notes:

1. Tables must be reserved by 10:00am, Saturday, 16 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 2024 Russell Fair and 2025 Russell Fair



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. Jeff McCauley – info@russellagriculturalsociety.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 (please reference your business name in the comment) 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
- A board member with RAS will contact donors with details about the benefits of the sponsorship.