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**2022 is the 161st year of the Western NS Exhibition
being held August 3rd-6th, 2022 @ Mariners Centre**

Dear Sponsor,

The Yarmouth County Agricultural Society has begun preparations for the 2022 Western Nova Scotia Exhibition. 2022 marks our 161st year and we are excited you are going to help us celebrate. The Exhibition is scheduled to be held Wednesday, August 3rd to Saturday, August 6th, 2022 on the property of the Mariners Centre in Yarmouth, Nova Scotia.

Operating a four-day Exhibition is costly and the society is grateful and thankful that a substantial amount of the cost of hosting events and bringing entertainment to our area is defrayed through sponsors from Western Nova Scotia. Enclosed you will find our Sponsorship Packages and our Program Ad price list. We are maintaining our 2019 prices as we all try to bounce back from the past few years of Covid restrictions. Our sponsorship program is our way of saying thank you and to show you our appreciation of your support of our event. The hope is to reach as many businesses as possible to make the 2022 Exhibition a great success. Please look over the enclosed 2022 Exhibition sponsorship proposal and feel free to contact us with any questions you may have on sponsoring the Western Nova Scotia Exhibition.

On behalf of the Directors of the Yarmouth County Agricultural Society, I would like to thank you for your generosity and support of the Western Nova Scotia Exhibition and look forward to working with you as we make plans to bring the 2022 Exhibition to Yarmouth once again.

Sincerely,

Amy Rose

Exhibition Office Manager & Volunteer Board Member
Yarmouth County Agricultural Society

What sponsorship area peaks your interest?

There are 3 main areas that you can choose to sponsor and be a part of the Western Nova Scotia Exhibition:

Sponsoring Opportunities:

We have many different events that happen during the Exhibition and all of them appreciate sponsors to help run them. You may decide to sponsor one or more events or simply give a donation to a particular event. There is no minimum or limit to the amount of the sponsorship you wish to contribute, as all donations are welcome. For a full listing of our many different events that you could sponsor please see page 3 in this package entitled Sponsorship Opportunities.

Program Ad:

If you don't wish to sponsor a particular event but would prefer to simply promote your business instead; then perhaps an ad in our program booklet is right for you. We printed 4000 copies of our booklet in 2019 and sent them all over Western Nova Scotia in the week leading up to the Exhibition. This year our aim is a once again print another 4000 copies. This is a great way to spread the word about your business far and wide! For a listing of different ad sizes please check out page 3 in this package entitled Program Ads. Ads are due by May 15th.

Sponsorship Packages:

If you are looking for a bit more for your sponsorship money perhaps a 'Sponsorship Package' is right for you and your business. We have created packages by combining some of our ad packages with our daily admissions to the Exhibition. On top of that we have also added other places where we will help advertise your business at our event. We offer 5 different levels of sponsorship with our packages and we invite you to check them out on page 4 in this package entitled Sponsorship Packages.

If you think of a different way that you would like to help out the Exhibition or if you want to volunteer your time, we are always here to listen! Give Amy Rose a call at 902-748-5633 or call our Exhibition Office at 902-742-8222 and leave a message.

Sponsorship Opportunities

There are many areas in which you could choose to contribute your sponsorship and be a part of the 2022 Western Nova Scotia Exhibition. In the past this has included the following events, classes, competitions, and entertainment but is not limited to them. The final list of events this year will depend on which events are sponsored. We are always open to suggestions and new ideas. If you have a sponsorship idea for something that is not listed, please call Amy Rose at 902-748-5633 to discuss it.

| | | |
|---|--|--|
| Naming Rights to the Main Entertainment Stage | Naming Rights to the Outside Show Ring | Naming Rights to the Oxen Pulling Ring |
| Naming of the Demonstration Stage | Nightly Musical Entertainment | Western Nova Scotia Arts & Heritage Extravaganza |
| Gaming Tournament | Chicken Fashion Show | Multicultural Day |
| Local Talent Day | Future Farmer Day | Kids Day |
| Draft Horse Pull | Oxen Division | Light Horse Division |
| Miniature Horse Division | Kiddie Farm | Truck Pulls |
| Rug Hooking Division | Homecraft Division | Hobbycraft Division |
| Home Brewing Division | Cooking Division | Photography Division |
| Flower Division | Vegetable Division | 4-H Division |
| Lil Miss Ex Competition | Baby Contest | Junior Volunteer Program |
| Powersaw Competition | ATV Challenge | Country Jamboree |
| Men's Toilet Seat Toss | Women's Skillet Throw | Whip Cracking Competition |
| General Operation | Fisherman's Challenge | Kids Colouring Contest |
| Skateboarding Competition | Tri-County Talent Search | Barrel Racing Competition |

Program Ads

For the 2019 Exhibition, 4000 copies of our program booklet were printed and dispersed at numerous business locations throughout the Municipalities of Yarmouth, Shelburne, Lunenburg, Clare and Digby. They were also placed at checkouts in Sobeys and Atlantic Superstore in Yarmouth for customers to pick up.

We plan on printing 4000 copies again this year, for the 2022 Exhibition, . This is a great way to get your business some extra exposure throughout Southwest Nova Scotia.

| Ad Size | Ad Cost |
|--------------------------------|----------------|
| ¼ Page (2 ½" wide x 3 ¾" tall) | \$140.00 |
| ½ Page (5" wide x 3 ¾" tall) | \$250.00 |
| Full Page (5" wide x 8" tall) | \$400.00 |

*Note: Ads are due by June 15th, 2022 and must be camera ready. They can be emailed to westernnsexhibition@gmail.com If you do not have one ready, we can create an ad for you for an additional \$35.00.

Western NS Exhibition Sponsorship Packages

| | Platinum Package \$2500 and up | Gold Package \$1000 to \$2499 | Silver Package \$700 to \$999 | Bronze Package \$400 to \$699 | Friend of the Exhibition \$1 - \$399 |
|--|---|--|---|---|--|
| Signage Advertising on Grounds | 2 Extra Large Signs 6 ft x 3 ft | 2 Large Signs 4 ft x 8 ft | Medium Sign 4 ft x 3 ft | Small Sign 4 ft x 1.6 ft | Name on the Friends of the Ex Board |
| Booth | 10'x20' Display Booth | 10'x10' Display Booth | 50% off 10'x10' Display Booth | 25% off 10'x10' Display Booth | |
| Sponsorship of an Event | Sponsor of a Main Event - name will be included in that event's ad in the program booklet | Sponsor of the Day - name will be listed on that day's schedule in the program booklet | Sponsor of a Main Event | Co-Sponsor of an Event | Multi-Sponsor of an event or competition |
| Advertising in the Exhibition Program Booklet | Full Page Colour Ad (5" wide x 8" tall) | Full Page Colour Ad (5" wide x 8" tall) | ½ Page Colour Ad (5" wide x 3 ¾" tall) | ¼ Page Colour Ad (2 ½" wide x 3 ¾" tall) | Name only listed in a Friend of the Exhibition Ad |
| Sponsorship Reception | Invitation to Sponsorship Reception | Invitation to Sponsorship Reception | Invitation to Sponsorship Reception | Invitation to Sponsorship Reception | |
| Admission to the Exhibition (1 daily pass will be issued for every \$100 donated) | Daily Admission Passes. IE. \$2500 = 25 passes \$3000 = 30 passes | Daily Admission Passes based on amount donated. IE. \$1000 = 10 passes \$1500 = 15 passes, \$2000 = 20 passes | Daily Admission Passes. IE. \$700 = 7 passes \$800 = 8 passes \$900 = 9 passes | Daily Admission Passes. IE. \$400 = 4 passes, \$500 = 5 passes, \$600 = 6 passes | Daily Admission Passes. IE. \$100 = 1 pass, \$200 = 2 passes |
| Daily Acknowledgements during the Exhibition | 15 Daily Acknowledgements announced by the Event Announcers | 15 Daily Acknowledgements announced by the Event Announcers | 10 Daily Acknowledgements announced by the Event Announcers | 5 Daily Acknowledgements announced by the Event Announcers | |
| Advertising on Exhibition Website www.wnse.ca | Your business logo and a link to your website posted on the Exhibition Website | Your business logo and a link to your website posted on the Exhibition Website | Your business name only posted on Exhibition Website | Your business name only posted on Exhibition Website | Your business name only posted on Exhibition Website |



Sponsorship Form 2022

Business Information:

Name: _____

Address: _____ Postal Code: _____

Phone: _____ Fax: _____

Contact Person:

Name: _____

Phone: _____ Email: _____

Sponsorship Type:

Allocation of Sponsorship

I would like to sponsor _____ in the amount of \$_____

Program Ad

| | | |
|---|-------------------------|--------------------------|
| I would like to purchase the following size ad... (Please circle one) | | |
| 1/4 Page Ad \$140.00 | 1/2 Page Ad \$250.00 | Full Page Ad \$400.00 |

NOTE: Please circle one: I have a camera ready Ad / I need you to make an Ad at an additional cost of \$35.00

Sponsorship Packages

| | | | | |
|---|-----------------|-------------------|-------------------|-----------------------------|
| I would like the following package: (Please enter amount) | | | | |
| Platinum \$_____ | Gold \$_____ | Silver \$_____ | Bronze \$_____ | Friend of the Ex \$_____ |

Please return this form to: PO Box 425 Yarmouth, NS B5A 4B3
or Fax 902-742-5229 or email: westernnsexhibition@gmail.com