

150th Caledonia Fair

Sponsorship & Marketing Opportunities





Introduction

A Fair Manager must possess a special type of passion for what makes their fair unique and cherished. They must also be a champion for their community and its culture. After all, the Fair is where the community comes together to celebrate its traditions and showcase special features.

The Fairgrounds is a place where community members may build their own traditions and events, creating memories held dear in so many hearts. A good manager values that and works with the community to build upon this foundation, bringing more value to the Fairgrounds year-round. For the Fair does not belong to its staff, executive, or volunteers— it belongs to **everyone**.

I am very proud to work as Manager during this special 150th anniversary of the Caledonia Fair. I am happy to extend a personal invitation to your business or organization to benefit from these collaborative and mutually-beneficial packages that have been tailored to bring your business or organization a return which far surpasses your financial investment. We hope you will consider taking part in this opportunity to create memories and build community.

Ian D. Thompson

Manager, Caledonia Fair



The President's Choice SuperDogs

Celebrating 150 Years
September 29 - October 2

1873—2022

You can reach our office by phone at (905) 765-6861
or by email at manager@caledoniafair.ca





Demolition Derbies

Fairgrounds Impact

The Caledonia Fair is presented by the Caledonia Agricultural Society— the volunteer-run registered charity who privately own and operate the Caledonia Fairgrounds, Caledonia Kinsmen Hall, and Riverside Exhibition Centre.

The Fairgrounds generate **\$5,418,878.00** towards the Haldimand-Norfolk economy each year. The Society spends **\$300,000.00** locally, provide **\$25,000.00** of in-kind support to the community through free fair admissions and use of the Fairgrounds and equipment,. In addition, the Society provides discounts of **\$50,000.00** each year to non-profit and charity organizations utilizing the Fairgrounds and Riverside Exhibition Centre.

All of this is accomplished through the support of over **225** members, and over **500** additional volunteers. The Fairgrounds draws around **75,000** visitors annually, showcases the accomplishments of **600+** local exhibitors each year, and educates over **2,100** local students during Astravaganza and special field-trips.

Over its 150 years, the Society has developed tried-and-true methods to create lasting memories and build a community at the Fairgrounds. Your support through these special marketing and sponsorship opportunities allows us to connect these memories to your business or organization and makes you an active and integral part of the Fairgrounds community.



Riverside Exhibition Centre



The World's Finest Shows Midway



Concessions at Caledonia Fair

Figures provided by the Tourism Regional Economic Impact Model

To learn about the history of the Caledonia Fair,
scan this code or visit: www.caledoniafair.ca/history





The Hockey Circus Show

Grand Champions

Stage One

Stage One is located directly across from the Main Gate during the Fair. Tens of thousands of guests are exposed to this popular venue during the Fair. Features include live music, children's entertainment, buskers, and the famous Pie Eating Contest.

Ticketing System

The Caledonia Fair is Haldimand County's largest ticketed event. Nearly 40% of 2021 guests purchased their tickets online. There are three entry gates to the Fairgrounds where tickets can also be purchased in-person. Over 25,000 guests pass through the gates each year, as well as countless volunteers and staff working at the Fair.

Demolition Derbies

Two demolition derbies are held each year spanning two evenings. The Caledonia Fair Grandstands are filled to capacity each Friday and Saturday of the Caledonia Fair as spectators watch the action take place in the demolition ring.

High School Challenge

The 30+ year tradition of the High School Challenge sees the grandstands filled with teenagers and young adults as representatives from their schools compete in relay-style competitions. The Caledonia Fair is one of the only festivals to provide an opportunity that targets this hard-to-reach audience.



The High School Challenge



Bandaloni—The Famous One Man Band

Grand Champion Investment

Grand Champions make an income-tax deductible investment of \$5,000.00

In return, your business or organization will receive the following benefits:

- 3' x 4' Sign supplied by the Ag. Society featuring your company logo and erected at the area you have sponsored.
- Shout outs from Stage One and the Riverside Stage acknowledging the support of your business or organization.
- A digital advertisement on screens in the Riverside Exhibition Centre during Fair time.
- Title sponsorship of the event or area of your choice— acknowledgement of this sponsorship in all promotions including print, digital & social media, radio, billboards, and television.
- Complimentary concession/vendor space in the Riverside Exhibition Centre or outside in the Concession Area of the Fairgrounds.
- Company logo on the website page for the event or area of your choice, listing on the Friends of the Fair website page.
- Company logo on the Friends of the Fair Sign erected year-round inside the Riverside Exhibition Centre.
- Fifteen complimentary admission passes to the 150th Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.



Heavy Horses

Reserve Champions

Riverside Stage

The Riverside Stage is located steps from the scenic Grand River. This stage features family programming throughout the Fair including children's music, buskers, entertainers, and special contests.

School Exhibit

Haldimand County Students exhibit thousands of pieces of artwork and crafts each year at the Fair. Elementary School students and their families flock to this area of the Exhibition Hall to find out if they have been awarded prizes from the judges. This is an excellent opportunity to market directly to a hard-to-reach demographic.

Meet Your Local Farmer

Meet Your Local Farmer is an opportunity for local farmers and producers to showcase and educate. Guests entering through this free exhibit enjoy food samples, and learn about the importance of farmers in the Canadian food supply chain.

Riverside-Ex Stage

This new attraction for 2022 will bring entertainment and education indoors. The Exhibition Centre's theatrical production stage will host music, horticultural demonstrations, educational videos, and more!

Battle of the Butter Tarts

Get ready to ROLL OUT as home bakers and professionals compete for bragging rights and special cash prizes at this annual competition.



Meet Your Local Farmer



School Fair Exhibits

Reserve Champion Investment

Reserve Champions make an income-tax deductible investment of \$3,500.00

In return, your business or organization will receive the following benefits:

- 3' x 4' Sign supplied by the Ag. Society featuring your company logo and erected at the area you have sponsored.
- Shout outs from Stage One and the Riverside Stage acknowledging the support of your business or organization.
- A digital advertisement on screens in the Riverside Exhibition Centre during Fair time.
- 'Presented by' sponsorship of the event or area of your choice— acknowledgement of this sponsorship in all promotions including print, digital & social media, and radio.
- Complimentary concession/vendor space outside in the Concession Area of the Fairgrounds.
- Company logo on the website page for the event or area of your choice, listing on the Friends of the Fair website page.
- Company logo on the Friends of the Fair Sign erected year-round inside the Riverside Exhibition Centre.
- Ten complimentary admission passes to the 150th Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.

Red Ribbon Sponsors

Caledonia Fair Website

Our website www.caledoniafair.ca is the place guests turn for information on the Fair, events and fundraisers taking place at the Fairgrounds, and with questions about renting Fairgrounds facilities. The website sees an average of around 8,000 visits per month, with significantly higher volumes averaging over 30,000 visits in August, September and October.

Caledonia Fair App

New this Year! The Fair will produce a mobile app, available in the Apple App Store and Google Play Store. The App will feature the schedule for the Fair, facility rental information, and the opportunity to purchase tickets in-app for fundraisers and events being held at the Fairgrounds.

KidZone

KidZone is the place for FREE family fun during the Fair. This interactive area features peddle tractor races, hobby horses, a straw mow, corn box, farmer's market stand, and more!

Information Booth

The Information Booth provides answers to guests questions, first aid, lost and found, and features the new Fair Boutique— a space where guests can buy Caledonia Fair and Demolition Derby apparel and souvenirs.



KidZone

A screenshot of the Caledonia Fair website. At the top, there is a navigation bar with links for Home, Fair, Events, Gallery, History, Facility Rentals, and Contact. A search bar is also present. The main banner features a black and white photo of a crowd and a red circular logo that says "150TH CALEDONIA FAIR ANNIVERSARY". Below the banner, there is text about the 150th anniversary fair, dates (September 29 & 30, and October 1 & 2, 2022), and a video player showing a duration of 100:02:16. At the bottom of the page, there are links for Facility Rentals, Caledonia Fair, and Contact Us, along with the text "The Caledonia Fair Website".

Red Ribbon Sponsor Investment

Red Ribbon Sponsors make an income-tax deductible investment of \$2,500.00

In return, your business or organization will receive the following benefits:

- 2' x 3' Sign supplied by the Ag. Society featuring your company logo and erected at the area you have sponsored.
- Shout outs from Stage One and the Riverside Stage acknowledging the support of your business or organization.
- A digital advertisement on screens in the Riverside Exhibition Centre during Fair time.
- 'Presented by' sponsorship of the event or area of your choice— acknowledgement of this sponsorship in all promotions including print, digital & social media.
- Complimentary concession/vendor space outside in the Concession Area of the Fairgrounds.
- Company logo on the website page for the event or area of your choice, listing on the Friends of the Fair website page.
- Company logo on the Friends of the Fair Sign erected year-round inside the Riverside Exhibition Centre.
- Five complimentary admission passes to the 150th Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.

Blue Ribbon Sponsors

Any sponsor making an income tax deductible investment between \$750.00 and \$2,499.00 will have their business, organization, or family's name listed on the Friends of the Fair Sign posted in the Riverside Exhibition Centre year-round. In addition, Red Ribbon Sponsors will also have their names listed on the Friends of the Fair page on our website and will receive four complimentary admission passes to the 150th Caledonia Fair.

Friends of the Fair

Any sponsor making an income tax deductible investment of \$749.00 and under, will be recognized on the Caledonia Fair Website Friends of the Fair page, and on the Friends of the Fair sign posted in the Riverside Exhibition Centre year-round. In addition, Friends of the Fair will also receive two complimentary admission passes to the 150th Caledonia Fair!



The Exhibition Hall



Cattle Show

If you are interested in learning more or discussing how the Fair can help to promote your business or organization, please contact us!

You can reach our office by phone at (905) 765-6861 or by email at manager@caledoniasfair.ca



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CALEDONIA FAIR