

154th

Caledonia Fair

Sponsorship & Marketing Opportunities





Introduction

For over 150 years, the Caledonia Fair has been a beloved community tradition, drawing thousands of visitors from throughout southern Ontario. Partnering with us is more than a sponsorship—it's a chance to connect your brand with generations of fairgoers, creating lasting goodwill and visibility.

The Fair celebrates family, community, and agricultural heritage, from livestock shows and midway rides to homemade crafts and live entertainment. These experiences leave lasting memories—and your business or organization can be part of them.

Our sponsorship options are designed to deliver results for every budget. From banners and naming rights to digital promotions and vendor opportunities, we help you reach an engaged audience and make a meaningful impact.

As the Fair continues to grow, your brand benefits from increased exposure at one of Southern Ontario's most anticipated fall events. Join us and become part of something truly special—where your business is not just seen, but remembered.

Ian Thompson

General Manager,
Caledonia Agricultural Society



The Global Pet Foods SuperDogs

Celebrating 154 Years
October 1-4 2026

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

By The Numbers



44,852

people attended the 2025 Fair

22%

of guests visited the Fair multiple days



4 Hours

the average time visitors spend at the Fair



31%

of guests travelled more than 40Kms to visit the Fair

249%

traffic increase in Caledonia during the Fair

Top Visiting Cities: Haldimand County, Hamilton, Burlington, Oakville, Cambridge, Norfolk County, Brantford, Lincoln, Brant County, Grimsby

Top Postal Codes: N3W, L9C, L8W, L8G, L8T, L7M, N3S, L8K, N3R

Languages of Visitors: English, French, Spanish, Mandarin, Hindi

Fairgrounds Impact

The Caledonia Fairgrounds, owned and operated by the Caledonia Agricultural Society, are more than just a venue—they are a cornerstone of economic vitality and community life in the Haldimand-Norfolk region. Each year, the Fairgrounds contribute an impressive \$13,000,000 to the local economy. Our Society proudly reinvests over \$1,500,000 back into the community, alongside \$150,000 in in-kind support, which includes complimentary fair admissions and the use of our facilities and equipment. Additionally, we provide \$25,000 in annual discounts to non-profit and charitable organizations utilizing the Fairgrounds and Riverside Exhibition Centre.

These achievements are made possible by a dedicated team of over 200 members and more than 500 volunteers. With approximately 150,000 visitors annually, the Fairgrounds serve as a vibrant hub, showcasing the talents of over 600 local exhibitors and offering educational opportunities for more than 16,000 students through programs like Agstravaganza and specialized school field trips.

In recognition of its outstanding community impact and excellence in event programming, the Caledonia Fair was named one of the Top 100 Festivals in Ontario for 2026.

For over 150 years, the Society has cultivated experiences that foster lasting memories and a sense of community. Partnering with us through exclusive marketing and sponsorship opportunities allows your organization to connect with these cherished traditions while becoming an integral part of the Fairgrounds community.



Riverside Exhibition Centre



The World's Finest Shows Midway



Food 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





Demolition Derby

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 45% of 2025 guests purchased their tickets online. There are three entry gates to the Fairgrounds where tickets can also be purchased in-person. Over 40,000 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 at the grandstands.

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.



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 154th Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.



The High School Challenge



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.

Centre Stage

This area brings entertainment and education indoors. The Exhibition Centre's indoor stage will host music, educational videos, and more!



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 154th Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.



Meet Your Local Farmer

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 9,000 visits per month, with significantly higher volumes averaging over 40,000 visits in August, September and October.

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, and lost and found. It is also the launching point for our Agricultural scavenger hunt which takes children across the Fairgrounds to learn about agriculture.



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 154th Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.



KidZone

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, Blue 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 154th 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 154th Caledonia Fair!



The Exhibition Hall



Youth Horse 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 **info@caledoniafair.ca**




CALEDONIA FAIR