



SPONSORSHIP PACKAGE

HALIFAX COUNTY EXHIBITION

A FAMILY FAIR SINCE 1884

MID-AUGUST ANNUALLY



Ways to support the Exhibition

The Halifax County Exhibition perseveres as a traditional agricultural fair thanks to the financial support of individuals, businesses and the Halifax Regional Municipality.

Donation versus Sponsorship

Sponsorships and donations can be cash or in-kind goods or services. *All* contributions will be listed on our Thank You Board by the main show ring. The difference is:

- Donations are charitable in nature without any expectation of reciprocity in the form of public recognition. Please note that the non-profit Middle Musquodoboit Agricultural Society, who hosts the Exhibition, is not a registered charity, so cannot issue official donation receipts for income tax purposes.
- Sponsorships are financial support that is *publicly recognized* in a manner that benefits and is chosen by the sponsor.

Cash Donation

You can make any sized donation by simply sending an e-transfer to finance@halifaxcountyex.com and include "Exhibition donation" in the message or send a cheque made out to Halifax County Exhibition, with "cash donation" written on the memo line, to the address below:

If you would like your cash to be applied to a specific aspect of the Exhibition, just let us know!

Halifax County Exhibition
PO Box 161
Middle Musquodoboit, NS, B0N 1X0

Sponsorship

Use the following forms to tell us what type of Sponsorship works for you *and* how you'd like your money put to work.

The Sponsorship Options are:

- Sponsorship in the form of an advertisement in the Official Halifax County Exhibition Program
- Sponsorship in exchange for a Sign Board advertisement in the Main Show Ring
- Sponsorship in exchange for the benefits of a Sponsorship Package as outlined on page 3

**Got other ideas?
Let's make it happen!**

**Such as . . . handing out ribbons,
being in the parade, hosting the
official opening, or . . .**



Sponsorship Order Form



Use this form to tell us how you would like to sponsor the Exhibition.

Sponsorship payments can be e-transferred to: finance@halifaxcountyex.com

Contact Person:

Business Name (if applicable):

Mailing address:

Phone #:

Email:

Step 1: Select from options below (may choose more than one)

- Sponsorship in the form of an **advertisement** in the print and digital Official Program
- Sponsorship in exchange for a **Sign Board** advertisement in the Main Show Ring
- Sponsorship in exchange for the benefits of a **Sponsorship Package** (choose your package)

Step 2: Use the following sections to provide information related to the sponsorship option you chose in Step 1.

Advertising in the Official Program

Paid advertisement in the Official Program *Taxes included*

- 1/8 Business card size--\$94
3-5/8" wide x 2-3/8" high
- 1/2 page--\$295
3-5/8" wide x 5" high
- 1/4 page vertical--\$150
3-5/8" wide x 4-7/8" high
- full page--\$590
7 1/2" wide x 10" high

Please email ad ASAP
as a print-ready
pdf or jpg file to
office@halifaxcountyex.com



Sign Board in the Main Show Ring

\$375 taxes included

The sign itself must be provided by the company. Maximum size: 4 feet x 6 feet

The Exhibition Office will contact you to find out when your sign board can be picked up or dropped off. If we already have a sign board from your company, we'll ensure the one we have is up to date and still your #1 choice for display.

Sponsorship Package

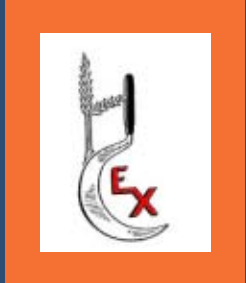
First, use the circle(s) below, choose the event(s) you would like your money to go toward.

Second, choose your package on the next page.

- Beef Cattle
- Bingo Hall
- Dairy
- Draft Horses
- *Entertainment
- Hand Crafts
- Home Crafts
- Horse Pull
- Garden Vegetables
- Light Horse & Pony
- Motor Sports
- Operations & Maintenance
- Ox Pull
- Pageant
- Parade
- Plants and Flowers
- Poultry and Pets

* Entertainment can include featured entertainment in the Main Show Ring, live music in the beer hall or on stage, the men and women's hay bale toss, fun competitions for kids, the Ladies Rubber Chicken toss and the many other fun and friendly competitions that *anyone* can participate in.

Choose your Package



Tax included in all sponsorship packages

Sponsors are listed in the Official Program and on the Sponsor Board

e-transfer sponsorship payments to: finance@halifaxcountyex.com

\$3,000+

\$ _____

Sign Board inside Official Show Ring

Full page ad in Official Program

Company logo on Exhibition website and posters

Live mentions by announcers

25 Complimentary Day Passes

\$2,000-\$2,500

\$ _____

Sign Board inside Official Show Ring

1/2 page ad in Official Program

Live mentions by announcers

20 Complimentary Day Passes

\$1,500

\$ _____

1/4 page ad in Official Program

Live mentions by announcers

16 Complimentary Day Passes

\$750-\$1000

\$ _____

1/4 page ad in Official Program

12 Complimentary Day Passes

\$300-\$500

\$ _____

Business Card ad in Official Program

8 Complimentary Day Passes

\$100-\$250

\$ _____

4 Complimentary Day Passes





HALIFAX COUNTY EXHIBITION

LET'S CONNECT

sponsor@halifaxcountyex.com
(902) 384-2894
DM @halifaxcountyex

