



Manitoba Ag Days Inc.
1594-22nd Street Brandon, MB R7B 1T7
Ph. 204-571-6566 Fax 204-571-6567

Sponsorship Opportunities – Manitoba Ag Days Jan. 19-21, 2010

Platinum Level Sponsors:

Presenting Sponsor Packages (2 available): Cost - \$5,500. Package Total Value is \$15,500 and may include the following items:

- The Company will be identified as exclusive sponsor (\$5,000 value) for either of:
 - Exhibitor Reception – held on Tuesday evening of the Show
 - Main seminar room - This will include the opportunity to place unlimited banners and signage in the room and will also have the opportunity to greet visitors prior to the start each morning and afternoon seminar session. The Company will also have the opportunity to make a presentation at 1:00 pm each day in the seminar room scheduled in conjunction with the Ag Days program committee. Identify The Company as a sponsor on the program pages as well as the sponsor page in the Show Guide.
- Recognize The Company as a major sponsor on the cover of the 2010 Show Guide as well as other locations in the guide. \$2,500 value.
- Provide the opportunity for The Company to place promotional material in the exhibitor package mailed out on or near December 1st or distributed to exhibitors at move-in. Material not to exceed one page. \$500 value.
- Provide the opportunity for The Company to hang three banners during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,500 value.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show. \$2,000 value.
- The opportunity to use the Brandon Curling Club Lounge from 4:00 to 7:00pm (subject to availability) to host one client reception if desired. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$1,500 value.
- Provide a small meeting room (subject to availability) to The Company to meet with clients during the show. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$2,500 value.

Patron of the Day Sponsor Package (3 available): Cost - \$4,500. Package Total Value is \$12,750 and may include the following items:

- Identify The Company as Patron of the Day on the cover of the 2010 Show Guide as well as other locations in the guide. \$2,500 value.
- Allow the distribution of Company promotional material at the main entrances to the building on the Patron's day at the Show. \$1,500 value.
- Provide the opportunity for The Company to hang two banners during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,250 value.
- Identified the Company as Patron of the Day on signs at entrances to the Keystone Centre on Patron's day at the Show. \$1,500 value.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show. \$2,000 value.
- Provide a premium meeting room to The Company for client reception on Patron's day at the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$2,500 value.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors. \$1,500 value.

Major Sponsor Package: Cost - \$5,000. Package Total Value is \$9,500 and may include the following items:

- Provide The Company with the opportunity to be the exclusive sponsor of the Secondary seminar room. This will include the opportunity to place unlimited banners and signage in the room and will also have the opportunity to greet visitors prior to the start of each morning and afternoon seminar session. \$5,000 value
- Identify The Company as a sponsor on the program pages as well as the sponsor page in the Show Guide. \$2,000 value
- Provide the opportunity for The Company to hang one banner during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,000 value.
- The opportunity to use the Assembly Hall after show hours to host one client reception if desired. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$1,500 value.



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Major Raffle Sponsor Package: Cost - \$0. Package Total Value is \$21,000 and may include the following items:

- Provide The Company with the exclusive opportunity to donate merchandise with a retail value of at least \$10,000 to Manitoba Ag Days Raffle. This will include the opportunity to place signage at the raffle ticket sales locations in two prominent locations (subject to availability) in the Keystone Centre. \$5,000 value
- Provide The Company with one full page colour advertisement in the 2010 Show Guide. \$2,750 value.
- Identify The Company and raffle merchandise, space permitting, on the cover of the 2010 Show Guide as well as other locations in the guide. \$2,500 value.
- The Company will be identified as the Raffle sponsor in official Manitoba Ag Days radio advertising prior to the show. \$6,000 value.
- The Company will be identified as the Raffle sponsor in various Manitoba Ag Days print advertising prior to the show. \$2,000 value.
- Provide opportunity to display selected equipment or signage for the duration of the show in a premium outside location with good visibility to show visitors. \$1,500 value.
- Provide the opportunity for The Company to hang two banners during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,250 value.

Gold Level Sponsors:

Information Booth Sponsor Package: Cost - \$4,500. Package Total Value is \$9,000 and may include the following items:

- Provide The Company with the opportunity to be the Exclusive sponsor of the Information Booths located throughout the Show. This will include the opportunity to place company promotional plastic bags and signage at each information booth. \$3,000 value.
- The opportunity to use the UCT Boardroom for client reception during the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$3,500 value.
- Provide the opportunity for The Company to hang one banner during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,000 value.
- Identify The Company as a Gold Level Sponsor in the Show Guide. \$1,500 value

Breakfast Reception Sponsor Package (2 available): Cost - \$2,500. Package Total Value is \$5,000 and may include the following items:

- Provide a premium meeting room to The Company for one client breakfast reception at the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$2,500 value.
- Provide the opportunity for The Company to hang one banner during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,000 value.
- Identify The Company as a Gold Level Sponsor in the Show Guide. \$1,500 value

Inventors Showcase Sponsor Package: Cost - \$2,500. Package Total Value is \$4,500 and may include the following items:

- Provide The Company with the opportunity to be a sponsor of the Inventors Showcase. \$2,000 value.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show. \$1,000 value.
- Identify The Company as a Gold Level Sponsor in the Show Guide. \$1,500 value

Coffee Cup Sponsor Package: Cost - \$3,500. Package Total Value is \$5,000 and may include the following items:

- Provide the opportunity for The Company to provide coffee cups (approximately 7500 cups) to the Keystone Centre for use at the concession stands during the show. The cups may exhibit Company logos. \$2,500 value.
- Provide the opportunity for The Company to hang one banner during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,000 value.
- Identify The Company as a Gold Level Sponsor in the Show Guide. \$1,500 value



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Individual Sponsorship Opportunities:

- The opportunity to use the Optimist Arena Waiting Lounge for client reception during the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$2,500 value.
- The opportunity to use the Kinsmen Arena Waiting Lounge for client reception during the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$2,500 value.
- The opportunity to use the Brandon Curling Club Lounge from 11:00 to 4:00pm to host a client reception. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$1,500 value.
- The opportunity to use the Brandon Curling Club Lounge from 4:00 to 7:00pm to host a client reception. Any expenses such as coffee, food, etc. will be the responsibility of The Company. \$1,500 value.
- Provide the opportunity for The Company to place promotional material on the wall in a premium location during the show. Size to be no larger than 12' wide. \$2,000 value.
- Provide the opportunity for The Company to place promotional material in multiple highly visible locations (for example - washroom stall doors) during the show. \$2,500 value.
- Provide the opportunity for The Company to hang one banner during the show. Size to be no larger than 3'x 16'. Banners to be supplied by The Company on or before the Friday prior to the show. \$1,000 value.
- Identify The Company as a Silver Level Sponsor in the Show Guide. \$1,000 value

Outdoor Product/Promotion Display Space:

- The opportunity to display product/promotional items in a premium 15'x50' space located on the Keystone Centre grounds during the Show. \$1,500 value.
- The opportunity to display product/promotional items in (2) regular 15'x50' space located on the Keystone Centre grounds during the Show. \$1,000 value.
- The opportunity to display product/promotional items in a regular 15'x50' space located on the Keystone Centre grounds during the Show. \$750 value.

For more Information, please contact:

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