



Office location:
Manitoba Ag Days Inc.
Box 11 RR1
Dufresne, MB R0A 0J0
Ph. 204-728-4137 Fax 204-728-4137

Manitoba Ag Days January 16, 17, 18 – 2018

Become a Sponsor & Stand Out From Your Competition!

Set your company apart from the rest of the field and enjoy amazing benefits with one of the best values in the industry. Our job is to help your company realize an extraordinary opportunity to connect with the ag industry before, during and after the show.

Manitoba Ag Days is **'Where the Ag Year Begins!'** Sponsorship levels start at just \$500, making it affordable for your company to participate every year.

How do you get started? Sponsorship is easy as 1, 2, 3

1. Contact the Manitoba Ag Days Sponsorship Coordinators (see below).
2. Select your sponsorship level.
3. Together we will build your customized sponsorship package!

An added benefit to becoming a show sponsor, your company will have access to the following 'sponsor only' exclusive opportunities!

- Executive Boardrooms for all three days of the show!
- Premium outdoor exhibit space – make sure they see your company first!
- Exclusive sponsorship of numerous Manitoba Ag Days features.

To become a sponsor please contact:

Marilynn or Roy Arnott – Manitoba Ag Days Sponsorship Coordinators
Phone / Fax: (204) 523-4577
Email: sponsor.agdays@mymts.net
Box 1748 Killarney, MB R0K 1G0

Sponsorship Summary: (detailed descriptions on the following pages)

Ag Days Supporter	\$500
Bronze Sponsor starting at	\$750
Silver Sponsor starting at	\$1,850
Gold Sponsor starting at	\$2,950
Platinum Patron of the Day Sponsor	\$5,700
Platinum Seminar Sponsor	\$8,450
Presenting Sponsor	\$13,950



2018 Sponsorship Prices & Packages:

	Non-Sponsor	Bronze	Silver	Gold	Platinum
Sponsorship Level Price	n/a	\$750 (limit 9)	\$1,850 (limit 9)	\$2,950 (limit 9)	\$5,700
Packages (subject to availability)					
Promotion Package: (sponsor level, display banner & premium meeting room)	n/a	\$1,525	\$2,475	\$3,425	n/a
Promotion Plus Package: (sponsor level, display banner & outdoor exhibit space)	n/a	\$1,525	\$2,475	\$3,425	n/a
Promotion Premium Package: (sponsor level, display banner, outdoor exhibit space & premium meeting room)	n/a	\$1,625	\$2,575	\$3,525	n/a
Build Your Own Package: Select Sponsorship Level & Add Items Listed Below! <u>BOGO – Buy One Get One FREE</u> (lower price item only, subject to availability, minimum Bronze level req'd)					
Premium Meeting Rooms (per time slot - priority given to sponsors)	\$375	\$325	\$275	\$225	\$225
Pioneer Lounge Meeting Room (not eligible for Buy One Get One Free) SOLD	\$2,500 (all 3 days) or \$1,000 (per day)				
Display Banner Installation	\$875	\$775 (limit one)	\$625 (limit one)	\$475 (limit one)	\$475
Regular Outdoor Exhibit Space	\$875	\$775	\$625	\$475	\$475
Promotional Display (per item located)	n/a	\$775	\$625	\$475	\$475
Washroom Sponsor (limit one)	\$2,000 (non-exhibitor only)	\$1,750	\$1,600	\$1,450	\$1,450
Coffee Cup Sponsor (limit one)	\$2,000 (non-exhibitor only)	\$1,750	\$1,600	\$1,450	\$1,450
Napkin Sponsor (limit one)	\$2,000 (non-exhibitor only)	\$1,750	\$1,600	\$1,450	\$1,450
Information Booth Sponsor (limit one)	\$2,500 (non-exhibitor only)	\$2,250	\$1,750	\$1,250	\$1,250
Inventors Showcase Sponsor (limit one) SOLD	\$2,000 (non-exhibitor only)	\$1,800	\$1,400	\$1,000	\$1,000
SOLD Bull Congress Sponsor (limit one)	\$2,000 (non-exhibitor only)	\$1,800	\$1,400	\$1,000	\$1,000
Water Bowl & Feed Trough Sponsor (limit one) SOLD	\$2,000 (non-exhibitor only)	\$1,800	\$1,400	\$1,000	\$1,000
UCT Executive Boardroom (all 3 days, limit one)	\$2,500 (non-exhibitor only)	\$2,250	\$1,750	\$1,250	\$1,250
Main Concourse Executive Boardroom (all 3 days, limit one)	\$2,500 (non-exhibitor only)	\$2,250	\$1,750	\$1,250	\$1,250
Exhibitor Reception Sponsor (limit one) SOLD	\$4,000 (non-exhibitor only)	\$3,600	\$2,800	\$2,000	\$2,000



Platinum Level Sponsor Packages:

Presenting Sponsor Package: Cost - \$13,950. Package may include the following items:

*(Limit of 1 – **SOLD!**)*

- The Company will be identified as the presenting Manitoba Ag Days Sponsor.
- Recognize The Company as presenting sponsor on the cover of the 2018 Show Guide as well as other locations in the guide.
- Provide the opportunity for The Company to place promotional material in the Exhibitor Package mailed out on or near December 1st and/or distributed to exhibitors at move-in. Material not to exceed one page.
- Provide the opportunity for The Company to hang three double sided banners during the show. Size to be no larger than 3'x 15'. Banners to be supplied by The Company on or before the Friday prior to the show.
- Company name and logo placement at each entrance area.
- The Company will be identified as the presenting sponsor in various Manitoba Ag Days print advertising prior to the show.
- The opportunity to use one premium meeting room to host a client reception (may be subject to availability). Any expenses such as coffee, food, etc. will be the responsibility of The Company.
- 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.

Seminar Sponsor Package: Cost - \$8,450. Package may include the following items:

*(Limit of 2 – **SOLD!**)*

- Main seminar rooms - This will include the opportunity to be the primary sponsor in one seminar room and place banners and signage in the room. (banners to be supplied by The Company on or before the Friday prior to the show and company reps must be in attendance during seminar room setup) 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.
- Recognize The Company as a major sponsor on the cover of the 2018 Show Guide, on the program pages, the sponsor page and other locations in the guide.
- Provide the opportunity for The Company to hang one double sided banner during the show (in addition to seminar room banners). Size to be no larger than 3'x 15'. Banners to be supplied by The Company on or before the Friday prior to the show.
- The Company will be identified as the major sponsor in various Manitoba Ag Days print advertising prior to the show.
- 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.
- The opportunity to use one premium meeting room to host a client reception (may be subject to availability). Any expenses such as coffee, food, etc. will be the responsibility of The Company.

Patron of the Day Sponsor Packages: Cost - \$5,700. Package may include the following items:

*(Limit of 3 - **Sale Pending**)*

- Identify The Company as Patron of the Day on the cover of the 2018 Show Guide as well as other locations in the guide.
- Allow the distribution of Company promotional material at the main entrances to the building on the Patron's day at the Show.
- Provide the opportunity for The Company to hang two double sided banners during the show. Size to be no larger than 3'x 15'. Banners to be supplied by The Company on or before the Friday prior to the show.
- Identify the Company name and logo as Patron of the Day on signs at entrances to the Keystone Centre on Patron's day at the Show.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show.
- 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.
- 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.



Build Your Own Package Items Information:

Premium Meeting Rooms: *(Due to high demand, priority will be given in 2018 to show sponsors followed by prior year's bookings. Until all sponsors have confirmed their meeting room requirements, non-sponsors will be placed on a waiting list in the order received.)*

- Host your company or association event in style a few steps from the exhibit floor.

<u>Meeting Room</u>	<u>Seating Capacity</u>	<u>Rate</u>	<u>7:00 to 10:00am Availability</u>	<u>11:00 to 3:00pm Availability</u>	<u>4:00 to 9:00pm Availability</u>
Star FM Lounge	48	\$375	Patron of Day	Patron of Day	Patron of Day
CKLQ Hall	88	\$375	Yes	Yes	Yes
Curling Club Lounge	120-175	\$375	Yes	Yes	Yes
Salon B **NEW 2018**	50	\$375	Yes	Yes	Yes
Concourse Boardroom	20	\$375	Yes	Yes	Yes
Pioneer Lounge	78	\$2,500 for all three days or \$1,000 per day (SOLD!)			

- Note: Hospitality Service (food, coffee & beverage) and audio/visual requirements will be the responsibility of The Company. Please contact Keystone Centre Sales Staff: Jason Krieser 204-726-3522 email: Jason@keystonecentre.com

Outdoor Exhibit Space: *(Due to high demand, priority will be given in 2018 to show sponsors followed by prior year's bookings. Until all sponsors have confirmed their outdoor exhibit requirements, non sponsors will be placed on a waiting list in the order received.)*

- The opportunity to display product/promotional items in a premium outdoor space located on the Keystone Centre grounds during the Show. For additional information, please refer to map on the last page for locations, sizes available and rates.
- **Please Note:** It will be the responsibility of the equipment / grain bin company to adequately secure access ladders with locked ladder guards. If any expense is incurred to secure equipment / bins, Manitoba Ag Days will invoice the company directly. **NO EXCEPTIONS ALLOWED!!**
- **Please Note:** Outside equipment / grain bins must be removed with 2 days after the show. Manitoba Ag Days will invoice the company directly for any related storage, towing, or impound expense incurred. **NO EXCEPTIONS ALLOWED!!**

Display Banner Installation: (Available!)

- Manitoba Ag Days Sponsorship staff will hang your Company's double sided banner in a highly visible location for the entire duration of the show. Size to be no larger than 3' high x 15' wide. Banners to be supplied by The Company on or before the Friday prior to the show.

Promotional Displays: (Available!)

- Provide the opportunity for The Company to place promotional material free standing, on the wall, or on the floor in a premium location during the show.
 - UCT – located along southwest wall (3 spaces) 4'x12' (**ONLY 1 Still Available**)
 - ACE Concourse – located near west entrance doors (1 space) - 4'x12'
 - Lower Curling Club Lounge (2 spaces) - 4'x12'
 - Westman Place Arena – located in front of southwest concession area (1 space) - 4'x12'
 - ACE Hallway - Barns 1, 2 & 3 angles walls (3 locations) two 5'x6' located on each angle wall. (**ONLY 1 Available**)
 - Barns 1, 2, & 3 – (3 locations) 4'x8' located in front of wash rack door.
 - MNP Convention Hall – located in between entrance doors (1 space) - 7'x18' (**Availability Pending**)
 - East Ramp – located at bottom of ramp along south wall (2 spaces) - 3'x 6'
 - Hitching Ring Viewing Windows – located in south Main Street Hallway

Washroom Sponsor: (Available!)

- Provide the opportunity for The Company to place promotional material in multiple highly visible locations (for example - washroom stall doors) in, around or adjacent to all washroom locations during the show. **Please Note:** All materials and signage must be removed by the Company within 1 day after the show by the sponsor. Manitoba Ag Days will invoice the company directly for any related removal expense incurred.



Coffee Cup Sponsor: (Available!)

- Provide the opportunity for The Company to provide coffee cups (approximately 7,500 cups including lids) to the Keystone Centre for use at the concession stands during the show. The cups, lids or sleeves may exhibit Company logos and promotional messages.

Napkin Sponsor: (Available!)

- Provide the opportunity for The Company to provide display inserts for all napkin holders located at the Keystone Centre concession stands; one display sign/poster located at each concession stand; and the option to provide logo napkins during the show. The display inserts, poster or napkins may exhibit Company logos and promotional messages.

Information Booth Sponsor: (Available!)

- Provide The Company with the opportunity to be the Exclusive sponsor of the four full staffed Information Booths located throughout the Show. This also includes the opportunity to place company promotional bags and display signage at each information booth.

Inventors Showcase Sponsor: (SOLD!)

- Provide The Company with the opportunity to be the Exclusive sponsor of the Inventors Showcase.
- The Company will be identified as the sponsor in various Manitoba Ag Days print advertising prior to the show.

Bull Congress Sponsor: (SOLD!)

- Provide The Company with the opportunity to be the Exclusive sponsor of the Bull Congress.

Water Bowl & Feed Trough Sponsor: (SOLD!)

- Provide The Company with the opportunity to be the Exclusive sponsor of the food and bar service area known as the Water Bowl and Feed Trough located between the Kinsmen and Optimist Arena foyers and place signage, banners & promotional material in the room.

UCT Executive Boardroom or Main Concourse Executive Boardroom Sponsor: (Available!)

- Provide an Executive Boardroom to The Company for company events or client reception for Exclusive use during the Show. Any expenses such as coffee, food, etc. will be the responsibility of The Company.

Exhibitor Reception Sponsor: (SOLD!)

- Provide the Company with the opportunity to be the Exclusive sponsor for the Exhibitor Reception – held on Tuesday evening of the Show. This will include the opportunity to place banners and signage in the room and will also have the opportunity to greet exhibitors upon arrival at the event and during the brief formal reception program.

Have another creative idea?

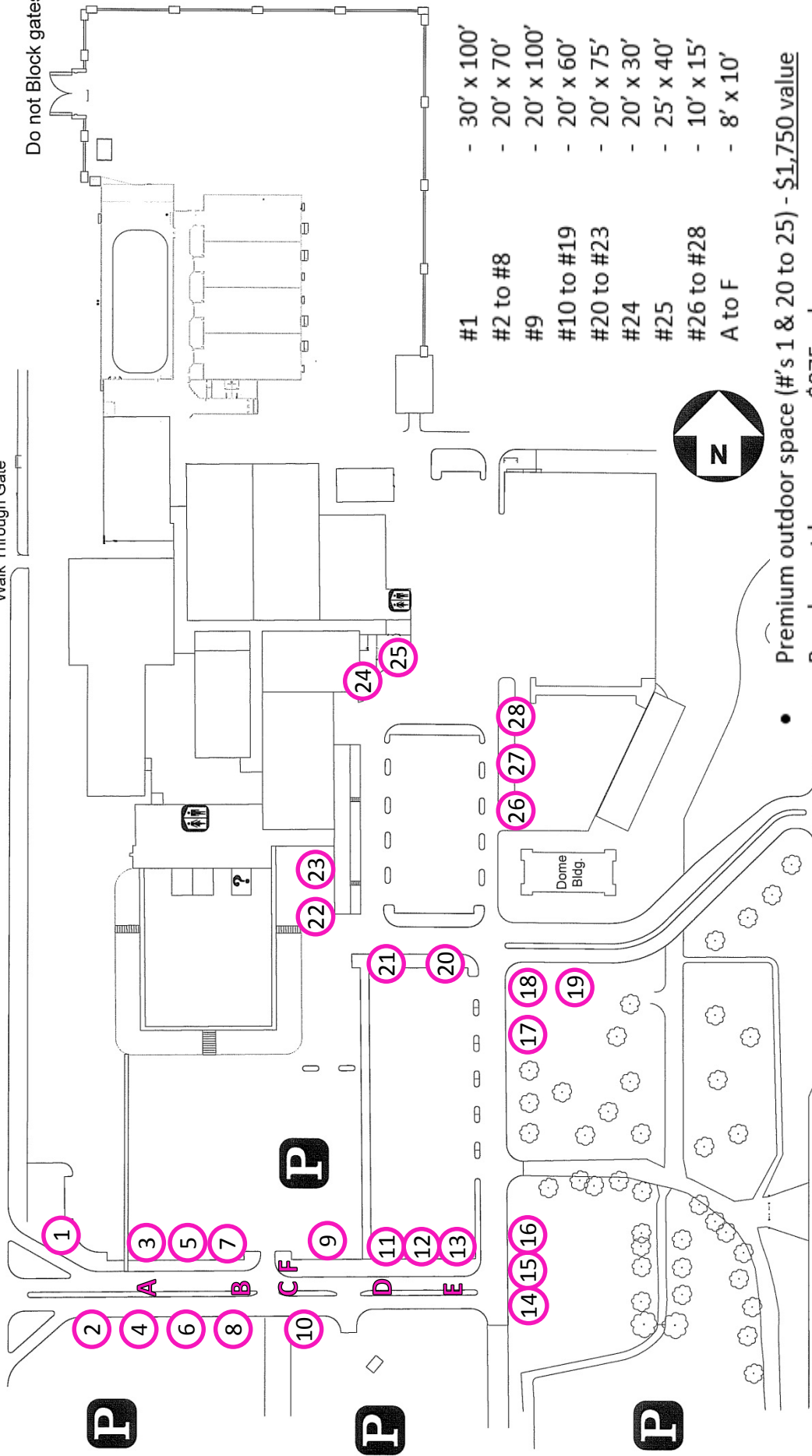
- Cannot find anything on the list that is exactly what you are looking for? We will gladly work with you to develop your own creative ideas to promote your company at Manitoba Ag Days. Put it on the table and we'll see what we can do!

Manitoba Ag Days – Outdoor Exhibit Map 2018

18th & Queens Ave.
Main Gate

18th Street
Walk Through Gate

Do not Block gates



- #1 - 30' x 100'
- #2 to #8 - 20' x 70'
- #9 - 20' x 100'
- #10 to #19 - 20' x 60'
- #20 to #23 - 20' x 75'
- #24 - 20' x 30'
- #25 - 25' x 40'
- #26 to #28 - 10' x 15'
- A to F - 8' x 10'

- Premium outdoor space (#'s 1 & 20 to 25) - \$1,750 value
- Regular outdoor space - \$875 value
- Small outdoor space (#'s 26 to 28) - \$450 value
- Display sign space (A to F) - \$450 value

13th St. & Hill Ave.
(Public Gate)