



Caledon Agricultural Society

151st Caledon Fair **June 10, 11 and 12th, 2011** **and** **23rd Canada Day Strawberry Festival** **July 1st, 2011** **at the Caledon Fairgrounds**

One of the oldest annual fairs in southern Ontario, the Caledon Fair has become both a tradition and a landmark occasion, drawing participation and spectators from across the Town of Caledon, plus visitors from the surrounding communities of Orangeville, Erin, King and Brampton.

Established residents and the growing number of new families in the community visit the "Fair" with family and friends to learn, experience and enjoy the demonstrations, displays and crisp competition.

Since its move from the crowded fall schedule to early June, the Caledon Fair has renewed its focus on youth and education, with a groundswell of participation from the local schools, several of which have integrated the Fair into their curriculum with specific "school days" at the Fair.

Feature activities include a Truck and Tractor Pull on Friday evening, Saturday's Lawn Tractor Challenge and BBQ, an Agricultural Education Pavilion throughout the three days, agricultural competitions and an all breeds horse show involving riders and pony club members from across the region.

Canada Day, on Friday July 1st, will be celebrated with the 23rd annual Strawberry Festival. Feather-light pancakes ladled with field fresh strawberries and cream, live music, avenue upon avenue of vintage cars and a “shop till you drop Christmas in July” craft and artisan trade fair, a Bavarian beer garden and silent auction create a full day of family entertainment, celebrating Canada’s 144th birthday.

This year Caledon Fair sponsors will receive added value as “bonus” sponsors at the widely acclaimed and attended Canada Day Strawberry Festival held three weeks after the Fair on July 1st.

An accelerated advertising plan and media relations program, plus advance promotion through schools, posters, and the advance prize list will not only increase awareness of the Caledon Fair, but also the participating sponsors.

Come on..... Be a part of your community....Be a part of the Fair!

Contact:
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Contact:
XXXXX
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Cell:
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Visit www.caledonfairgrounds.ca for more
Information and updated schedules

Deadline for inclusion in all promotional activities is March 18th. Sponsors will be accepted after this date but cannot be guaranteed inclusion in the advance prize list.



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MARKETING PLAN

Special event calendar listings in print media (King, Caledon, Orangeville, Brampton, Erin and Georgetown/Halton Hills)	SPRING
Caledon Fair Prize List (1,200 copies)	Deadline March 18 Distribution Mid April
Promotional Campaign: posters (500), postcards (1,000), program (2,000)	May through June
Advertising Campaign*	Late May through early June
Caledon Enterprise	Caledon Citizen
Orangeville Banner	Orangeville Citizen
The Regional	Food In The Hills
Media Relations:	
Feature stories in local media mid May (Caledon, Orangeville, Hockley Valley, Erin, King, Brampton and Georgetown/Halton Hills)	- distribution mid April through May
Estimated Reach	2.5 million
Estimated \$ Value	\$65,000

*Includes Canada Day Strawberry Festival

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Patrons and Partners

Support of the "Fair" is always appreciated and will be a rewarding experience for patrons and partners this year with several levels of participation available.

Platinum Patron/ Partners

\$1,000+

- Recognition in prize list/program
- Four (4) VIP tickets for Friday evening Truck and Tractor Pull
- 10 weekend passes includes 4 tickets to BBQ Sat. afternoon during Lawn Tractor Challenge
- Income tax receipt for the allowable amount

Gold Patron/ Partners

\$ 500 - \$ 999

- Recognition in prize list
- Two (2) tickets for Friday evening Truck and Tractor Pull
- 8 weekend passes includes 2 tickets to BBQ Sat. afternoon during Lawn Tractor Challenge
- Income tax receipt for the allowable amount

Silver Patron/ Partners

\$ 250 - \$ 499

- Recognition in prize list
- 6 day passes
- Income tax receipt for the allowable amount
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Bronze Patron/ Partners

\$100 - \$249

- Recognition in prize list
- 4 day passes
- Income tax receipt for the allowable amount

Friends of the Fair

< \$99

- Recognition in prize list
- Income tax receipt for the allowable amount

The Caledon Fair recognizes the importance of the many companies which have generously supplied goods and services to the Fair at no charge. These suppliers will be recognized in the category of their supplier dollar value with thanks from the Fair.

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