



## *Caledon Agricultural Society*

# **151<sup>st</sup> Caledon Fair** **June 10, 11 and 12<sup>th</sup>, 2011** **and** **23<sup>rd</sup> Canada Day Strawberry Festival** **July 1<sup>st</sup>, 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 1<sup>st</sup>, will be celebrated with the 23<sup>rd</sup> 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 144<sup>th</sup> 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 1<sup>st</sup>.

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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Email: [liz@lizshaughnessy.com](mailto:liz@lizshaughnessy.com)

Contact:  
XXXXX  
Tel: XXX  
Cell:  
Email:

Visit [www.caledonfairgrounds.ca](http://www.caledonfairgrounds.ca) for more  
information and updated schedules

**Deadline for inclusion in all promotional activities is March 18<sup>th</sup>. 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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**Contact:**

XXXXX  
Tel: XXX  
Cell:  
Email:



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### CALEDON FAIR/CANADA DAY STRAWBERRY FESTIVAL

June 10 – 12<sup>th</sup>; July 1<sup>st</sup>  
at the Caledon Fair Grounds

### HELP US PROMOTE THE CALEDON FAIR

#### Be a Fair Supporter.....

The media in Caledon and Orangeville have generously provided space opportunities in their newspapers to increase visibility and attendance at the Caledon Fair.

Editorial and photos in the center of each page with “slug” ads on the page borders will be provided at very **modest** costs.

	<u>Slugs</u>	
	Single Slug 2 ½" w x 2" deep	Double Slug 5" w x 2" deep
Caledon Enterprise	\$35 b&w	\$70 b&w
Caledon Enterprise /Orangeville Banner	\$70 b&w	\$140 b&w
Caledon Citizen	\$35 colour	\$70 colour
Caledon Citizen /Orangeville Citizen	\$70 colour	\$140 colour

Slug ads include logo and copy with colour as noted. Design fee included in cost of slug ad.

Campaign Schedule is last week of May and first week of June.

To participate, please contact:

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## **SPONSORSHIP PROPOSALS**

Participating sponsors can receive corporate branding on all advance promotional materials plus inclusion in the advertising campaign.

A strong media relations campaign will be directed to Caledon and Orangeville, but also the surrounding communities of King, Brampton, Erin and Georgetown/ Halton Hills.

Sponsors will also receive onsite visibility through the program and supplied signage/ banners \* at both the Caledon Fair and the Canada Day Strawberry Festival, held at the Caledon Fairgrounds.

Sponsors and their guests will also enjoy the hospitality of our VIP greeting tent with beverage and finger foods throughout the three days of the Fair.

Customized sponsor packages can be created for presenting sponsor status of feature events (e.g. Truck and Tractor Pull, Lawn Tractor Challenge and Barbecue, the All-breeds Show, Hall Exhibits, Youth Education, etc.)

\*Signage and/or banners can be produced by the Fair with supplied artwork at cost.  
(Example: 3' x 8' coroplast full colour sign is \$300)

**Presenting Sponsor****\$5,000**

- Full page ad in prize list
- Logo placement in program with recognition for sponsor status on front cover
- Principle logo on all advertising (see ad campaign) promotion and publicity (posters, postcards)
- Principle inclusion in media relations campaign
- Supplied signage at entrance, plus principle competition rings, exhibit halls and demonstration areas
- VIP passes (12) to Fair and Strawberry Festival including Opening Welcome and Truck and Tractor Pull on Friday
- Display area onsite (if relevant)
- Inclusion as lead sponsor on Caledon Fair website
- 12 weekend passes to all three days of Fair including guest tickets(12) to Lawn Tractor Challenge and barbeque on Saturday afternoon

**Diamond Sponsor****\$ 3,500**

- 1/2 page ad in prize list
- Logo placement inside program
- Logo placement on all advertising (see ad campaign) promotion and publicity (posters, postcards)
- Inclusion in media relations campaign launch press release
- Display area onsite (if relevant)
- Supplied signage at entrance, and one other location
- VIP passes (6) to Fair and Strawberry Festival including Opening Welcome and Truck and Tractor Pull on Friday
- 6 guest tickets for Lawn Tractor Challenge and barbeque on Saturday afternoon
- Inclusion on Caledon Fair website
- 12 weekend passes to all three days

**Ruby Sponsor****\$ 2,500**

- 1/4 page ad in prize list
- Logo placement inside program
- Logo placement on all advertising (see ad campaign) promotion and publicity (posters, postcards)
- Inclusion in media relations campaign launch press release
- Supplied signage at entrance
- VIP passes (4) to Fair and Strawberry Festival including Opening Welcome and Truck and Tractor Pull on Friday
- Inclusion on Caledon Fair website
- 4 guest passes for Lawn Tractor Challenge and barbeque on Saturday afternoon
- 6 weekend passes to all three days

**Sapphire Patron/ Partners****\$1,500**

- Recognition in prize list
- VIP passes (2) to Fair and Strawberry Festival including Opening Welcome and Truck and Tractor Pull on Friday
- 2 guest passes for Lawn Tractor Challenge and barbeque on Saturday afternoon
- Logo placement inside program
- Supplied signage onsite
- Recognition on Caledon Fair website
- 4 weekend passes to all three days of Fair

Sponsor Contact:  
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