



April, 2012

Hi,

On August 9th-12th, 2012, the Town of Winchester and Township of North Dundas will host the 24th Annual Winchester Dairyfest. This event aims, once again, to bring together the residents of Winchester and surrounding areas to celebrate our dairy and agricultural roots. Dairyfest is about showcasing what our community has to offer: our businesses, our farms, our families, our rural culture, and our spirit.

Winchester Dairyfest brings together our friends and families to support our local businesses and farmers. We will be building on last year's activities to make the event even more exciting and more appealing to people of all ages. Events from 2011 included: inflatable rides, a Video Teen Dance, Vanderland's Barnyard Zoo, the Firemen's Breakfast, a free classic car show, a vendor fair, a sidewalk sale, Parmalat Cheese sale, and a 'Barn Dance'.

We continue to host the following events: the Councilors' Breakfast, entertainment in the beer gardens, Antique Tractor Display and Parade, and The Dairy Dash a 5/10km run in support of the Dundas County Food Bank, a cheesecake, cheese ball and macaroni & cheese competition. This year we have added a Casino Night with Elvis and a butter churning demonstration. We are hoping to add a Sundae Bar, a Rocket Launching demonstration, laser tag and rock climbing. We encourage you to visit our website for a detailed description of this year's events.

All profits will be reinvested in the community. To date, Dairyfest has contributed funds towards the following community improvements.

- An addition and elevator at the Winchester Arena.
- Helped to replace the air conditioner and purchased baby change tables for the Winchester Arena.
- Purchased curtains, chairs, tables and replaced the ceiling in the Community Centre.
- Contributions towards the development of 100 Club and playground.
- Contributed to the redevelopment of the Sweet Corner Park.

To keep the focus on the community and to bring everyone together, we need your support. We would like to give businesses the opportunity to promote their products and services. We invite you to collaborate with us on this exciting project so we can make Dairyfest as successful as it was last year. By donating your products or services or by offering a monetary donation, you allow Winchester Dairyfest to continue to make improvements to our community.

Finally, the Winchester Dairyfest Committee would like to thank you for considering this opportunity. As well, we would like to encourage all businesses to provide their input or any ideas for this year's Dairyfest. For more information on sponsorship and donation package details, please see the attached chart. Please contact Gina Welch to make your contribution at sponsorship@winchesterdairyfest.com or by phone at 613-907-6916.

Looking forward to working with you,
Winchester Dairyfest 2012 Committee
(Gina Welch, Shannon Leblanc, Martha Link-Horvath, Josée Seguin, Lauren Wardell, Daren Nurse, Ann Brady, and Bonnie James)



Winchester Dairyfest Sponsor Packages

Logo Placement and Brand Exposure	Jersey \$100	Holstein \$250	Ayrshire \$500	Guernsey \$1000	Presenting \$2500
Premium visibility in the Beer Gardens and Downtown (2x6 sign).			1	2	4
Premium visibility on Winchester Dairyfest stage (2x6 sign).					1
Name on sponsor boards.	√	√			
Logo or name on promotional materials (i.e. posters, and programs, etc.)			√ NAME	√ LOGO	√ LOGO
Logo or name on print ads in local and out-of-town print media.			√ NAME	√ LOGO	√ LOGO
Logo on and Dairy Dash t-shirts.				√	√
Freestanding sponsor signage throughout event site.					√
Recognition through other social media such as Twitter and Facebook.	√	√	√	√	√
Advertising Space	Jersey	Holstein	Ayrshire	Guernsey	Presenting
Logo with link to your website on every page of the Winchester Dairyfest website.					√
Logo with link to your website on premium pages of the Winchester Dairyfest website.				√	
Company name on selected pages of the Winchester Dairyfest website.	√	√	√		
Winchester Dairyfest Event Day Program	Jersey	Holstein	Ayrshire	Guernsey	Presenting
Outside back cover					√
Inside front cover or inside back cover.				√	
Full page ad.					√
Quarter page ad.			√		
Name in program	√	√	√	√	√
Event Benefits	Jersey	Holstein	Ayrshire	Guernsey	Presenting
Opportunities for brand exclusivity.					√
Premium vendor/information booth on event site including downtown and 100 Club Park and the Casino Night.				√	√
Vendor/information booth on event site (downtown and at Arena on Sunday).				√	√
Entry into the Casino Night, Barn Dance, and air bounces.	1 ticket to each event	2 tickets to each event	4 tickets to each event	6 tickets to each event	8 tickets to each event
Public recognition announcement throughout the day, including the Casino Night, downtown, 100 Club park and Barn Dance.	1 time each day	2 times each day	4 times each day	6 times each day	8 times each day
Sponsor's banner visible on event site. (Provided by Sponsor)			√	√	√
Sign for business saying "Proud Sponsor of Winchester Dairyfest 2012".	√	√	√	√	√

For more information on Dairyfest's Sponsorship packages email sponsorship@winchesterdairyfest.com.



**2012 Winchester Dairyfest Sponsorship
Commitment Form**

Company Name: _____

Name you would like on advertising: _____

Contact Person: _____

Address: _____

Postal Code: _____ **Phone:** _____

Email: _____

Level of Sponsorship:

Jersey (\$100) Holstein (\$250) Ayrshire (\$500)

Guernsey (\$1000) Presenting (\$2500)

Total amount enclosed: \$ _____

Prize/Raffle Item: _____

Please make cheque payable to "**Township of North Dundas**" by **Friday July 20, 2012**, to ensure you are included in all advertising.

Donations and prizes welcome in any amount.

Please return this form as soon as possible so that we can guarantee you receive proper recognition.

Send to:

Attn: Gina Welch
Winchester Dairyfest
16 Christie Lane,
Winchester, ON, K0C 2K0