

WINCHESTER DAIRYFEST



AUGUST 12, 2017

Attention Milk Lovers;

The Winchester Dairyfest committee is looking for sponsors for the 2017 annual Dairyfest to be held on Saturday, August 12, 2017.

Since 1988, Dairyfest has been Winchester's exclusive county festival featuring fun family activities for all ages.

In addition to the fair, the Dairyfest Committee supports local projects such as improvements to the municipal arenas and pools, the loan of equipment to local area events, and financial aid for local non-profit groups. Your sponsorship contributions extend beyond the fairgrounds.



In addition to the festival, the Dairyfest Committee will be hosting FREE Friday night roller skating at the Winchester arena all summer long. This is an all ages event to promote healthy lifestyles and make better use of our arena facilities. Our work extends beyond just a one-day event.

We need the support of sponsors to ensure that Dairyfest remains a low-cost event to our fairgoers. Dairyfest is proud to be one of the few local fairs that offers FREE general admission to parents and caregivers to enter the fairgrounds if they don't intend on participating in any activities. We hope to keep it that way.

If you would like to become a Dairyfest sponsor, please refer to the enclosed sponsorship package. Please feel free to contact us if you have any questions or comments for the committee. We are hoping we can count on your support.

Sincerely,

A handwritten signature in blue ink that reads "Aaron Dellah".

Aaron Dellah
2017 Sponsorship Coordinator
Winchester Dairyfest Committee

Aaron Dellah, Shannon LeBlanc, Lisa Williams, Josée Vallée, Angela Talarico,
Rachel Potvin, Vicky Johnstone, Kim Dodds, Shaun Vardon, Sandy Burns, Lee Bowers



2017 Winchester Dairyfest Sponsor Packages

Logo Placement and Brand Exposure	Heifer <100\$	Jersey \$100	Holstein \$250	Ayrshire \$500	Guernsey \$1000
Premium visibility downtown and at the arena (2x6 sign).			1	2	4
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
Freestanding sponsor signage throughout event site (provided by sponsor).					√
Recognition through other social media such as Twitter and Facebook.		√	√	√	√
Advertising Space	Heifer	Jersey	Holstein	Ayrshire	Guernsey
Logo with link to your website on the Winchester Dairyfest website.				√	√
Company name on website.		√	√		
Winchester Dairyfest Program	Heifer	Jersey	Holstein	Ayrshire	Guernsey
Outside back cover					√
Inside front cover or inside back cover.				√	
Full page ad.					√
Half page ad.				√	
Quater page ad			√		
Name in program	√	√	√	√	√
Event Benefits	Heifer	Jersey	Holstein	Ayrshire	Guernsey
Premium vendor/information booth on event site (downtown and Arena).				√	√
Standard vendor/information booth on event site (downtown and Arena).			√		
Air bounce / premium event Tickets		2 tickets	4 tickets	6 tickets	8 tickets
Public recognition announcement throughout the day downtown and at 100 Club park.				2 times	4 times
Company logo presented on screen prior to Movie Under the Stars					√



AUGUST 12, 2017

Sponsorship Form

Company Name: _____

Name you would like on advertising (if different then above or anonymous): _____

Contact Person: _____

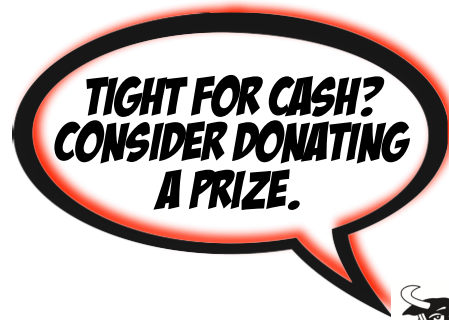
Mailing Address: _____

Postal Code: _____ Phone: _____

Email: _____

Level of Sponsorship:

- Heifer (\$ _____)
- Jersey (\$100)
- Holstein (\$250)
- Ayrshire (\$500)
- Guernsey (\$1000)
- Prize/Raffle Item/Gift Certificate* (Value: \$ _____)
(*Contact Aaron Dellah to arrange item pick-ups)



Please make cheque payable to
"Township of North Dundas"

Send to:

Attn: Aaron Dellah
Winchester Dairyfest
P.O. Box 14
Winchester, Ontario, K0C 2K0

Contact Info:
Aaron Dellah
treasurer@winchesterdairyfest.com
(613) 441-2021
www.winchesterdairyfest.com

NEW Donations can be paid online at www.winchesterdairyfest.com

