



April 21, 2017

Dear Dairyfest Supporter,

The Dairyfest Committee is once again looking for your support for this year's **Dairy Day**.

New for 2017, all of your favourite Dairyfest activities will be concentrated into one fun filled day: **- Saturday, August 12, 2017 -**

If you are interested in becoming a sponsor, please fill in the enclosed sponsorship form taking note of the various Sponsorship Packages (on reverse).

To ensure that your business is included in all our advertising, we would appreciate receiving your response by **July 21, 2017**.

Please do not hesitate to contact us if you have any questions or ideas that you would like to share with the organizing committee.

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



AUGUST 12, 2017



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: _____

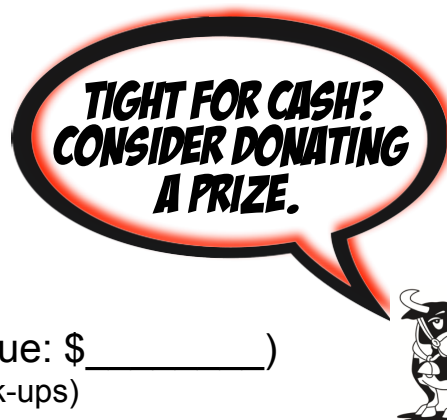
Mailing Address: _____

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**

