

WINCHESTER DAIRYFEST



AUGUST 11 2018

Attention Milk Lovers;

The Winchester Dairyfest committee is looking for sponsors for the 2018 annual Dairyfest to be held on Saturday, August 11, 2018.

Since 1988, Dairyfest has been Winchester's only festival featuring activities for all ages. Our 30th anniversary will be a grand event of live music, buskers, face painting, petting zoo, food, drink, tournaments, games and a professionally called square dance, to name a few.

Your sponsorship is essential 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. This grants us the opportunity to bring together the entire community.

We want you to become a Dairyfest sponsor. Together Dairyfest will be an event not to be missed or forgotten. Please refer to the enclosed sponsorship package and contact us if you have any questions or comments for the committee.

Sincerely,

Aaron Della
2018 Treasurer
Winchester Dairyfest Committee

treasurer@winchesterdairyfest.com

(613) 441-2021

www.winchesterdairyfest.com

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.

Since 2016, the Dairyfest Committee has run FREE Friday night roller skating at the Winchester arena all summer long. This 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.

2017 Winchester Dairyfest Sponsor Packages

Logo Placement and Brand Exposure	Jersey <250\$	Holstein \$250	Ayrshire \$500	Guernsey \$1000	Presenting \$2500
Premium visibility downtown (2x6 sign).			1	2	4
Name on sponsor board		√	√	√	√
Logo or name on promotional materials (i.e. posters, and programs, etc.)		√ NAME	√ LOGO	√ LOGO	√ LOGO
Logo or name on print ads in local and out-of-town print media.		√ NAME	√ LOGO	√ LOGO	√ LOGO
Freestanding sponsor signage throughout event site (provided by sponsor).					√
Recognition through other social media such as Twitter and Facebook.		√	√	√	√
Advertising Space	Jersey	Holstein	Ayrshire	Guernsey	Presenting
Logo with link to your website on the Winchester Dairyfest website.			√	√	√
Company name on website.		√			
Winchester Dairyfest Program	Jersey	Holstein	Ayrshire	Guernsey	Presenting
Outside back cover					√
Inside front cover or inside back cover.				√	
Full page ad.					√
Half page ad.				√	
Quarter page ad			√		
Name in program	√	√	√	√	√
Event Benefits	Jersey	Holstein	Ayrshire	Guernsey	Presenting
Premium vendor/information booth on event site				√	√
Standard vendor/information booth on event site			√		
Public recognition announcement throughout the day				2 times	4 times
Company logo displayed on all entertainment stages run by Dairyfest					√



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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:

- Jersey (\$_____)
 - Holstein (\$250)
 - Ayrshire (\$500)
 - Guernsey (\$1000)
 - Presenting (\$2500)
 - 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

Treasurer: for billing info
Aaron Dellah
treasurer@winchesterdairyfest.com
(613) 441-2021
www.winchesterdairyfest.com

Sponsorship Coordinator
Kelly Windle
info@winchesterdairyfest.com
(613) 774-3825
www.winchesterdairyfest.com

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

