



KAMLOOPS 71ST ANNUAL PROVINCIAL WINTER FAIR

SPONSORSHIP PROGRAM

September 25 to 28, 2009

Why Sponsor?

Economic Importance of Agriculture Fairs

British Columbia has over 50 agriculture fairs and festivals each year, representing one of the longest-standing and most successful means to highlight agriculture for thousands of British Columbians.

Fairs and exhibitions have a significant impact on the economy of British Columbia. They are gathering places for the public, both young and old and offer the public a place to meet, compete and volunteer their services. Not only do fairs and exhibitions have an economic benefit, they also offer many tangible benefits to every community. Given the impact of demographic shifts, there are several reasons to improve the awareness of agriculture. In many ways, the general population will influence the evolution of agricultural policy.

Educational Goals

Provincial Winter Fair continues to promote public health standards as a result of the agriculture industry implementing food safety and quality systems for the prevention, early detection and control of plant and animal pests and diseases, and food-borne health risks. Our fair provides information and handouts describing control of noxious weed management on Crown and private land.

The need for food provides every person with an interest in agriculture and food production in British Columbia. Provincial Winter Fair promotes adoption of systems so BC products can be traced from production to retail. The economic votes that food consumers make in the market place have a direct impact on the well being of BC's agricultural sector. Food production, its security, quality and quantity, is the foundation of our overall health.

**AGRICULTURE IS A GROWING BUSINESS
YOUR SPONSORSHIP KEEPS US GROWING**

**YOUR DIAMOND SPONSORSHIP of \$5000.00 or more
would help us acquire one of the following**

- Portable Washrooms for the exhibitors and public
 - Tent Rentals for Exhibits
 - Radio Advertising for the year
- To thank you for your sponsorship, we are able to offer you Outdoor Booth Space for your promotional material for the duration of the fair September 25 to 28, 2009.
 - We would be pleased to display your sign or banner on the grounds throughout the fair
 - Your advertisement will be printed in the *Spring Event and Prize Catalogue* if sponsorship is received before **March 31, 2009**.

**YOUR PLATINUM SPONSORSHIP of \$3000.00 or more
could supply one of the following needs**

- TV and Newspaper advertising for the year
 - A Scholarship for a Grand Champion 4-H Rabbit, Horse, Beef or Lamb
 - Catalogue Production
 - Equipment Rentals
- To thank you for your sponsorship we offer you Outdoor Booth Space for your promotional material for the duration of the fair September 25 to 28, 2009.
 - We would be pleased to display your sign or banner on the grounds throughout the fair
 - Your advertisement will be printed in the *Spring Event and Prize Catalogue* if sponsorship is received before **March 31, 2009**.

**YOUR GOLD SPONSORSHIP of \$1000.00 or more
could provide one of the following needs**

- Portable office for a week
 - Children's entertainment for the weekend
 - Family entertainment, music and live shows for one day
 - Various Supplies & Decorations
- We would be pleased to display your sign or banner on the grounds throughout the fair
 - Your advertisement will be printed in the *Spring Event and Prize Catalogue* if sponsorship is received before **March 31, 2009**.

**YOUR SILVER SPONSORSHIP of \$500.00 or more
would contribute to one of the following needs**

- Sound Systems
 - Radio Communication
 - Tent Rental for Volunteer Rest Area
 - Sandwiches, coffee, water, snacks for 60 volunteers, 3 days
- You may display your sign or banner at the fair grounds throughout the fair in September
 - Your advertisement will be printed in the *Spring Event and Prize Catalogue* if sponsorship is received before **March 31, 2009**.

**"Friends of the Fair": Bronze Sponsorship of \$100.00
will help us in many ways. We truly appreciate every donation large or small.**

- Your business card size advertisement will be printed in the *Spring Event and Prize Catalogue* if your sponsorship is received before **March 31, 2009**.