

# 152nd Caledonia Fair

*Sponsorship & Marketing Opportunities*





Go Devils!  
Go Blue!  
McKinnon

# Introduction

We extend a warm invitation to businesses and organizations to participate in our sponsorship/marketing packages, designed to celebrate our shared commitment to community and tradition. As caretakers of the Fairgrounds, we deeply appreciate the transformative power of collaborative partnerships in fostering enduring memories and strengthening the bonds within our community.

Our thoughtfully curated packages provide a unique opportunity for your business or organization to seamlessly align with the essence of our fair, enhancing your brand presence and fostering authentic connections. Beyond a financial investment, this partnership promises a return that resonates on a deeply personal level.

We extend this heartfelt invitation to you, encouraging you to seize this opportunity to make a meaningful impact on our community while experiencing the rewards of a mutually enriching collaboration. Together, let us create cherished moments and cultivate a sense of belonging that defines the Caledonia Fair.

*Jan D. Thompson*

General Manager, Caledonia Fair



*The Global Pet Foods SuperDogs*

**Celebrating 152 Years**  
**September 26 - 29, 2024**

You can reach our office by phone at (905) 765-6861  
or by email at [info@caledoniafair.ca](mailto:info@caledoniafair.ca)



# Fairgrounds Impact

The Caledonia Fairgrounds, owned and operated by the Caledonia Agricultural Society, play a pivotal role in both the economic vitality and communal fabric of the Haldimand-Norfolk region. The Fairgrounds generates a substantial \$12,900,000 into the local economy each year. Our society proudly reinvests \$1,000,000.00+ back into the community each year, alongside \$25,000.00 in-kind support, including complimentary fair admissions and the utilization of our facilities and equipment. Moreover, we extend \$50,000.00 in discounts annually to non-profit and charity organizations that benefit from our Fairgrounds and Riverside Exhibition Centre.

Our achievements are made possible by the dedication of over 200 members and a volunteer force exceeding 500 individuals. With approximately 150,000 visitors each year, our Fairgrounds serve as a vibrant hub, showcasing the talents of over 600 local exhibitors and providing educational opportunities for over 2,100 students through initiatives such as Agstravaganza and specialized field trips.

Over the past 150 years, the Society has perfected methods for fostering enduring memories and a sense of community within the Fairgrounds. Your involvement through our exclusive marketing and sponsorship opportunities not only aligns your brand with these cherished memories but also integrates your organization as an active and indispensable member of our Fairgrounds community.



*Riverside Exhibition Centre*



*The World's Finest Shows Midway*



*Concessions at Caledonia Fair*

*Figures provided by the Tourism Regional Economic Impact Model*

To learn about the history of the Caledonia Fair, scan this code or visit: [www.caledoniafair.ca/history](http://www.caledoniafair.ca/history)





# Grand Champions

## Stage One

Stage One is located directly across from the Main Gate during the Fair. Tens of thousands of guests are exposed to this popular venue during the Fair. Features include live music, children's entertainment, buskers, and the famous Pie Eating Contest.

## Ticketing System

The Caledonia Fair is Haldimand County's largest ticketed event. Nearly 45% of 2023 guests purchased their tickets online. There are three entry gates to the Fairgrounds where tickets can also be purchased in-person. Over 30,000 guests pass through the gates each year, as well as countless volunteers and staff working at the Fair.

## Demolition Derbies

Two demolition derbies are held each year spanning two evenings. The Caledonia Fair Grandstands are filled to capacity each Friday and Saturday of the Caledonia Fair as spectators watch the action take place in the demolition ring.

## High School Challenge

The 30+ year tradition of the High School Challenge sees the grandstands filled with teenagers and young adults as representatives from their schools compete in relay-style competitions. The Caledonia Fair is one of the only festivals to provide an opportunity that targets this hard-to-reach audience.



*The High School Challenge*



*Bandaloni– The Famous One Man Band*

## Grand Champion Investment

Grand Champions make an income-tax deductible investment of \$5,000.00

In return, your business or organization will receive the following benefits:

- 3' x 4' Sign supplied by the Ag. Society featuring your company logo and erected at the area you have sponsored.
- Shout outs from Stage One and the Riverside Stage acknowledging the support of your business or organization.
- A digital advertisement on screens in the Riverside Exhibition Centre during Fair time.
- Title sponsorship of the event or area of your choice– acknowledgement of this sponsorship in all promotions including print, digital & social media, radio, billboards, and television.
- Complimentary concession/vendor space in the Riverside Exhibition Centre or outside in the Concession Area of the Fairgrounds.
- Company logo on the website page for the event or area of your choice, listing on the Friends of the Fair website page.
- Company logo on the Friends of the Fair Sign erected year-round inside the Riverside Exhibition Centre.
- Fifteen complimentary admission passes to the 152nd Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.





# Reserve Champions

## Riverside Stage

The Riverside Stage is located steps from the scenic Grand River. This stage features family programming throughout the Fair including children's music, buskers, entertainers, and special contests.

## School Exhibit

Haldimand County Students exhibit thousands of pieces of artwork and crafts each year at the Fair. Elementary School students and their families flock to this area of the Exhibition Hall to find out if they have been awarded prizes from the judges. This is an excellent opportunity to market directly to a hard-to-reach demographic.

## Meet Your Local Farmer

Meet Your Local Farmer is an opportunity for local farmers and producers to showcase and educate. Guests entering through this free exhibit enjoy food samples, and learn about the importance of farmers in the Canadian food supply chain.

## Centre Stage

This new attraction for 2024 will bring entertainment and education indoors. The Exhibition Centre's theatrical production stage will host music, horticultural demonstrations, educational videos, and more!



*School Fair Exhibits*

## Reserve Champion Investment

Reserve Champions make an income-tax deductible investment of \$3,500.00

In return, your business or organization will receive the following benefits:

- 3' x 4' Sign supplied by the Ag. Society featuring your company logo and erected at the area you have sponsored.
- Shout outs from Stage One and the Riverside Stage acknowledging the support of your business or organization.
- A digital advertisement on screens in the Riverside Exhibition Centre during Fair time.
- 'Presented by' sponsorship of the event or area of your choice— acknowledgement of this sponsorship in all promotions including print, digital & social media, and radio.
- Complimentary concession/vendor space outside in the Concession Area of the Fairgrounds.
- Company logo on the website page for the event or area of your choice, listing on the Friends of the Fair website page.
- Company logo on the Friends of the Fair Sign erected year-round inside the Riverside Exhibition Centre.
- Ten complimentary admission passes to the 152nd Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.



*Meet Your Local Farmer*

# Red Ribbon Sponsors

## Caledonia Fair Website

Our website [www.caledoniafair.ca](http://www.caledoniafair.ca) is the place guests turn for information on the Fair, events and fundraisers taking place at the Fairgrounds, and with questions about renting Fairgrounds facilities. The website sees an average of around 8,000 visits per month, with significantly higher volumes averaging over 30,000 visits in August, September and October.

## KidZone

KidZone is the place for FREE family fun during the Fair. This interactive area features peddle tractor races, hobby horses, a straw mow, corn box, farmer's market stand, and more!

## Information Booth

The Information Booth provides answers to guests questions, first aid, lost and found, and features the new Fair Boutique— a space where guests can buy Caledonia Fair and Demolition Derby apparel and souvenirs.



The Caledonia Fair Website

## Red Ribbon Sponsor Investment

Red Ribbon Sponsors make an income-tax deductible investment of \$2,500.00

In return, your business or organization will receive the following benefits:

- 2' x 3' Sign supplied by the Ag. Society featuring your company logo and erected at the area you have sponsored.
- Shout outs from Stage One and the Riverside Stage acknowledging the support of your business or organization.
- A digital advertisement on screens in the Riverside Exhibition Centre during Fair time.
- 'Presented by' sponsorship of the event or area of your choice— acknowledgement of this sponsorship in all promotions including print, digital & social media.
- Complimentary concession/vendor space outside in the Concession Area of the Fairgrounds.
- Company logo on the website page for the event or area of your choice, listing on the Friends of the Fair website page.
- Company logo on the Friends of the Fair Sign erected year-round inside the Riverside Exhibition Centre.
- Five complimentary admission passes to the 152nd Caledonia Fair.
- Opportunity to erect further signage and promotional materials at the event or in the area of your choice.



KidZone

# Blue Ribbon Sponsors

Any sponsor making an income tax deductible investment between \$750.00 and \$2,499.00 will have their business, organization, or family's name listed on the Friends of the Fair Sign posted in the Riverside Exhibition Centre year-round. In addition, Blue Ribbon Sponsors will also have their names listed on the Friends of the Fair page on our website and will receive four complimentary admission passes to the 152nd Caledonia Fair.

## Friends of the Fair

Any sponsor making an income tax deductible investment of \$749.00 and under, will be recognized on the Caledonia Fair Website Friends of the Fair page, and on the Friends of the Fair sign posted in the Riverside Exhibition Centre year-round. In addition, Friends of the Fair will also receive two complimentary admission passes to the 152nd Caledonia Fair!



*The Exhibition Hall*



*Cattle Show*

If you are interested in learning more or discussing how the Fair can help to promote your business or organization, please contact us!

You can reach our office by phone at **(905) 765-6861**  
or by email at **[info@caledoniafair.ca](mailto:info@caledoniafair.ca)**

# SLIDE



  
**CALEDONIA FAIR**