

LINDSAY EXHIBITION

Sponsorship Package

2022



9 DAYS

45,000 VISITORS

15+ COMPETITIONS

**One of the largest events in
Kawartha Lakes & Durham**

THE LINDSAY EXHIBITION



The Lindsay Agricultural Society, founded in 1854, is the governing body of the Lindsay Exhibition. The Lindsay Exhibition is a nine-day event, commencing each year on the second Saturday following Labour Day. The LEX is a not-for-profit, charitable organization run with the support of our vibrant community, donations, and volunteers.

Over 30 committees and 300 volunteers work together to stage the annual Exhibition and other events.

Average annual attendance: 45,000

Average agricultural competition entries: 7,000

As host of the East Central Ontario 4-H Championship Show, the Lindsay Exhibition is a qualifying event for 4-H members to compete at the Royal Winter Fair in November. Breed Grand Champion beef animals at the LEX qualify to enter the Canadian Western Agribition in Regina, SK – Canada's largest livestock show. The only other event in Ontario with qualifying spots for Agribition is the Royal Agricultural Winter Fair. Supreme Champion beef animals qualify for direct entry to the Beef Supreme Class at the Royal Agricultural Winter Fair.

The LEX is a member of the Ontario Four Horse Classic Series with competitors earning points towards the season championship. The Canadian Milking Shorthorn Society hosts their National show at the LEX each year.

THE LINDSAY EXHIBITION

MEMORIES MADE HERE.

Attendance: 45,000

Sponsorship opportunities for the LEX are completely customizable and can vary depending on your wants, needs, and budget! Support us for a day, support us for the whole week, sponsor a competition, or put your name on a building. Talk to us about creating a completely unique package to suit your marketing needs.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - A DAY AT THE LEX

\$10,000

Put your name in lights and sponsor an entire day at the LEX!

Day three of the LEX is brought to you by "_____"

LEX PAVILION NAMING RIGHTS

\$5,000

The LEX Pavilion is an entertainment hub, in the thick of the crowds for the duration of the LEX. This is the centre for family entertainment with both standing and seating room, a full stage, excellent sound, and a whole packed line up of entertainers and performers.

Provide us with a sign to be displayed on the Pavilion or we can design one for you to ensure your brand gets appropriate exposure during the fair.

PRESENTING SPONSOR - MULTI-DAY COMPETITION OR ENTERTAINMENT

\$2,500

Put your name on a show or an entertainment act that runs over multiple days for increased exposure. Several of our livestock competitions run over multiple days, providing excellent exposure to your target audience for two or three days! If entertainment is more your style, put your name on a musical act, magic act, agriculture education programming, and more!

All print or digital mentions of the competition or entertainment act will include your brand and all major announcements during the event will also include your name or brand. There is also an option to display products ringside and present ribbons to competitors.

The LEX Heavy Horse Show, brought to you by "_____"
or The Woofjocks Canine All-Stars Presented by "_____"

PRESENTING SPONSOR - EVENING ENTERTAINMENT

\$1,000 minimum

One of the best ways to get your name out there is to sponsor a sold out event at the LEX! Choose from the Demolition Derby, the Truck Pulls, or the Tractor Pulls, and more.

The LEX Demolition Derby, brought to you by "_____"

COMPETITION CLASS OR DIVISION

Cost varies

Look through our prize books and choose a class or set of classes that don't have a sponsor. Your cost will be the total prize money offered plus the cost of any trophies, banners or special prizes associated with your selection. Your name will be listed in the prize book and announced at the event or displayed digitally at the event.

Add On: \$50.00 - Upgrade your prize book listing with a logo in black & white.

Sponsorship must be paid in full by September 1st to be announced or displayed at the competition.

COMPETITION AWARD OR SPECIAL PRIZE

Cost varies

Have an idea for a new award or special prize to recognize competitors in your favourite competition? This option is for you!

Your cost will be the total prize money offered plus the cost of any trophies, banners or prize items associated with your award. Your name will be displayed on any trophies, banners, or ribbons that are associated with the award. Your name will also be included in the prize book and will be announced or displayed digitally during the competition.

Add On: \$50.00 - Upgrade your prize book listing with a logo in black & white.

Sponsorship must be paid in full by May 31st.

RINGSIDE SIGN

\$500: One Ring
(Cattle Ring or Horse Ring)

\$250: One Major Show
(Beef, Dairy, Light Horse, Heavy Horse)

Make a bold statement and hang a sign for everyone to see! Both options make for great advertising because your sign will not only be visible by spectators and competitors, but it will also be featured prominently in photographs of competitors!

Your 32" X 48" sign will be placed in prominent view of the main bleachers. Bring us a banner/sign or have us produce one for you.

Commit to three years upfront and we'll include the cost of producing the banner/sign. Otherwise, a one-time fee of \$100 will apply to have us create the sign using pre-produced artwork.

Sponsorship must be paid in full & sign artwork received by May 31st.



GRANDSTAND & MAIN ENTRANCE SIGN

\$1,500

(one year)

Two signs means twice the advertising opportunities! Not only is your sign placed in two of the highest trafficked areas on the LEX grounds, it is also on display during every event hosted at the LEX grounds...**for an entire year.**

Your **36" X 96"** sign will be placed in prominent view on the fence in front of the grandstand and along the main drive route to the Commonwell Building.

Bring us a banner/sign or have us produce one for you. Commit to three years upfront and we'll include the cost of producing the banner/sign. Otherwise, a one-time fee of \$100 will apply to have us create the sign using pre-produced artwork.

Sponsorship must be paid in full & sign artwork received by May 31st.





**DIDN'T SEE A SPONSORSHIP
OPPORTUNITY THAT FITS YOUR NEEDS?**

**WE'RE HAPPY TO DESIGN A CUSTOM
OPPORTUNITY JUST FOR YOU!**



RECOGNITION LEVELS & PERKS

Regardless of how you sponsor the LEX - be it in cash or in kind, the recognition levels on the following pages will guide the recognition you receive.

If you sponsor multiple classes, your total contribution to the LEX will be used to determine which recognition level applies.



PLATINUM SPONSOR

\$10,000 or more



- Name on our website & sponsor page with your logo
- Commercial Booth Space
- “Thank You” in newspaper after the fair with logo
- Name posted on social media platforms
- Opportunities to promote your brand and/or product activation
- 12 One Day passes to the Lindsay Exhibition
- V.I.P Parking



SUPREME CHAMPION SPONSOR



\$5,000 or more

- Name on our website & sponsor page with logo
- Name posted on social media
- Commercial Booth Space
- "Thank You" in newspaper after the fair with logo
- Opportunities to promote your brand and/or product activation
- 10 One Day passes to the Lindsay Exhibition
- V.I.P Parking



GRAND CHAMPION SPONSOR

\$2,500



- Name on our website & sponsor page with logo
- Name posted on social media
- “Thank You” in newspaper after the fair with your logo
- Opportunities to promote your brand
- 8 One Day Passes to the Lindsay Exhibition
- V.I.P Parking



RESERVE CHAMPION SPONSOR



\$1,000

- Name on our website & sponsor page with your logo
- Name posted on social media
- “Thank You” in newspaper after the fair
- Opportunities to promote your brand
- Announcement at event
- 6 One Day Passes to the Lindsay Exhibition
- V.I.P Parking



HONOURABLE MENTION \$500 - \$999

- Name on our website & sponsor page
- Announcement at event
- 4 One Day Passes to the Lindsay Exhibition

RED RIBBON \$300 - \$499

- Name on our website & sponsor page
- Announcement at event
- 3 One Day Passes to the Lindsay Exhibition

BLUE RIBBON \$100 - \$299

- Name on our website & sponsor page
- 2 One Day Passes to the Lindsay Exhibition

FRIEND OF THE FAIR Up to \$99

- Name on our website & sponsor page
- 1 One Day Pass to the Lindsay Exhibition





LINDSAY EXHIBITION

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