



Engagement Opportunities

2023





HOME & LIVING *Show*

Fall Edition

November 4th & 5th, 2023



Spring Edition

March 15th - 17th, 2024

In 2022, the LAS took a big leap and decided to host our very own Home & Living Show!

We began with the LAS Fall Home and Living Show in November 2022. This event was organized entirely by a group of very dedicated volunteers. We took a conservative approach and were pleased with the results. We forged some new vendor relationships and decided to move forward and host a spring show.

Our dedicated organizing committee of volunteers worked with our new Vendor Show Coordinator to put on the first Spring Edition of the Home and Living Show in March 2023. The show doubled in size and featured over 60 vendors and 1,500 guests. With the positive results of the spring show, we have decided to make these shows a staple of our operations here at the LAS and look forward to growing both our vendor relationships and attendance at future shows!

LAS HOME SHOW PRESENTING SPONSOR

\$6,000

2 Day Fall Show

OR

\$10,000

3 Day Spring Show

As presenting sponsor, your logo is included on all marketing material, including radio, newspaper, social media, and show guide.

Presenting Sponsorship also includes:

- 2 booth spaces at the event (additional spaces available at discounted rates)
- opportunity to include an item in the swag bags

Deadline: Sponsorship must be paid in full 2 months before the show opening date

"Your Company" presents:



Media Pack

\$200

Have your logo or name included on the half-page newspaper advertisement and in the event guide.

Signage

\$250

Can't make it to the show or want extra exposure? Add a sign to be featured inside the Commonwell building for the duration of the event. Bring in your own sign or we can make one for you for an extra fee.

Swag Bag Item

\$50-200

Add a company brochure, a business card, or swag item to be handed out to guests as they arrive. Items must be delivered to the LAS office no later than 2 weeks before the event.

Deadline: Sponsorship must be paid in full 2 months before the show opening date.

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.

Deadline: Sponsorship must be paid in full & sign artwork received by April 1st.



COMMONWELL EXHIBITION BUILDING INTERIOR SIGN

\$2,000
(one year)

We'll mount your sign inside the Commonwealth Mutual Insurance Exhibition Building, which is the highest trafficked building on the grounds. Your sign will be seen by every person who visits the grounds for an event in the building.

Your 36" X 96" sign will be placed in prominent view, either on the wall or hanging from the ceiling.

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.

Deadline: Sponsorship must be paid in full & sign artwork received by April 1st.

DIGITAL SIGN ADVERTISING

\$500

1 month

Put your video ad on our digital sign for the whole town to see! These ads are viewed by a daily average of 5,546 people.

Includes one ad. Full colour digital ads are 10 seconds long and are played on a loop interspersed between other ads of the same length. Provide us with your video file for your ad, or let us design one for you a one time fee of \$100.00. Purchase 3 months in advance and we'll waive the video design fee.

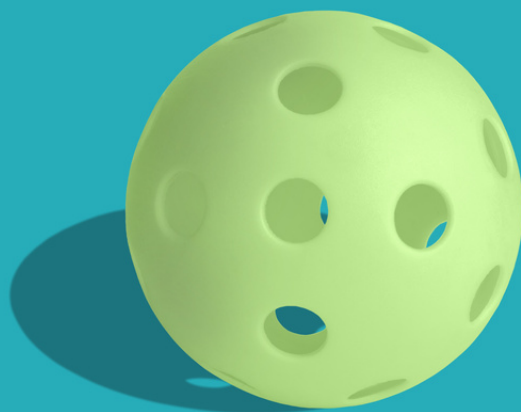
Deadline: One month in advance.

This advertising option is offered in partnership with Moving Media.

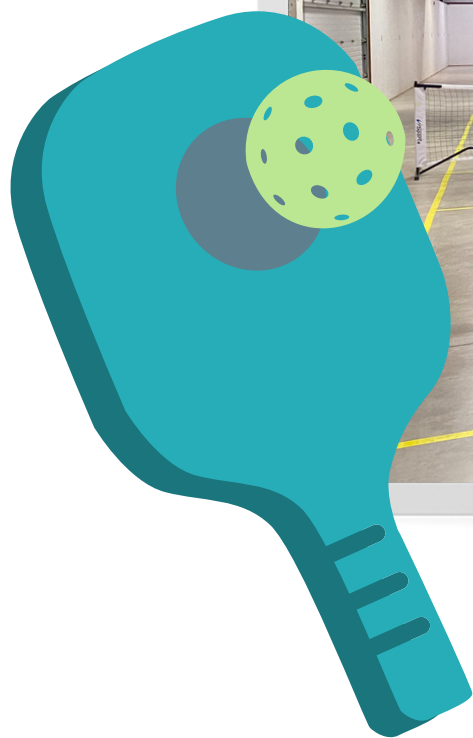


PICKLEBALL ADVERTISING

\$1,000
1 year



Put your logo on the pickleball lane dividers for all to see! Kawartha Lakes Pickleball Association has a growing membership base of 400+ and they all play here at the Commonwell Exhibition Building.





The Merry & Bright Festival features almost **1km of light displays** and projections created or sponsored by local individuals, businesses, and organizations!

The drive-through festival of lights is a joint fundraiser for six local community organizations!

In 2020, the Lindsay Agricultural Society hosted the Merry & Bright Festival for the first time, as a way to raise money for the partner organizations, all of whom missed the opportunity to fundraise at the 2020 LEX due to the COVID-19 pandemic. The event was very successful in its first year, providing each partner organization with over **\$5,000 in donations.**

Want to build a display yourself? It's free to enter!

HORSE DRAWN WAGON SPONSOR

\$650

Put your name on one of the most magical experiences of the year: one of the horse drawn wagons for the Merry & Bright Festival!

A sold out event in 2022, and sure to be sold out again in 2023, this opportunity has lasting impact and serious cool factor!

Deadline: Sponsorship must be paid in full by November 1st

HOT CHOCOLATE, GINGERBREAD COOKIE, CANDY CANE SPONSOR

\$250

Let us put your logo in the hands of every visitor to the Merry & Bright Festival on the most magical night of the year.

Deadline: Sponsorship must be paid in full by November 1st



CUSTOM BUILT DISPLAY OR PROJECTION

Cost Varies

Whether it's a 6' tall snowman, a drumming toy soldier, or your logo in lights, we are pleased to offer you the option to purchase a custom pre-built display along with a sign that acknowledges your contribution to the Merry & Bright Festival.

Want something even bigger to display your holiday greeting? Purchase a projection to be displayed on one of our barn buildings. These are even visible from the highway!

Deadline: Pre-built displays and projections must be paid in full by October 1st

Custom Options Available



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 400 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. Grand Champion beef animals at the LEX qualify to enter the Canadian Western Agribition in Regina, SK – Canada's largest livestock show. 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.

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

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 "_____"

Deadline: Sponsorship must be paid in full by September 1st

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.

Deadline: Sponsorship must be paid in full by September 1st

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 "_____"

Deadline: Sponsorship must be paid in full by September 1st

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 "_____"
Deadline: Sponsorship must be paid in full by September 1st

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.

Deadline: 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.

Deadline: Sponsorship must be paid in full by May 31st.

COMPETITION 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.

Deadline: Sponsorship must be paid in full & sign artwork received by September 1st.



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. The sponsorship recognition levels in the following pages pertain only to sponsors of the Lindsay Exhibition.

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
- Complementary Commercial Booth Space
- “Thank You” in newspaper after the fair with logo
- Two Dedicated social media posts with logo
- Opportunities to promote your brand and/or product
- 12 One Day passes to the Lindsay Exhibition



SUPREME CHAMPION SPONSOR



\$5,000 or more

- Name on our website & sponsor page with logo
- One Dedicated social media post with logo
- Complementary Commercial Booth Space
- “Thank You” in newspaper after the fair with logo
- Opportunities to promote your brand and/or product
- 10 One Day passes to the Lindsay Exhibition



GRAND CHAMPION SPONSOR

\$2,500



- Name on our website & sponsor page with logo
- One Dedicated social media post with logo
- “Thank You” in newspaper after the fair with your logo
- Opportunities to promote your brand and/or product
- 8 One Day Passes to the Lindsay Exhibition



RESERVE CHAMPION SPONSOR



\$1,000

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



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





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

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





Lindsay Agricultural Society

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