



**Sponsorship Opportunities**

**2024**



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# 2024 LAS VENDOR SHOWS



Kawartha Lakes  
Premiere Bridal  
Show  
February 18th



LAS Great  
Outdoors Show  
April 12th - 14th



LAS Home &  
Living Show  
March 16th - 17th



LAS Craft Market  
& Gift Show  
August 7th

## VENDOR SHOW SPONSORSHIP OPTIONS

### Presenting Show Sponsor

Prices Vary

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

Presenting Sponsorship also includes:

- 2 booth spaces at the event (additional spaces available at discounted rates)

### Door Prize Sponsorship

Donation of a prize item(s)

Have your donated item(s) be gifted as a door prize draw item at one of our events. Charitable tax receipts will be provided for the value of the item.

### Merchandise Sponsorship

At market price

Sponsor merchandise to be handed out and/or sold at the event. Items will include our show logo alongside your brand logo. Example: Hat day for the LAS Great Outdoors Show.

### Customizable Options Available

Contact us!

Contact [vendors@lindsayex.com](mailto:vendors@lindsayex.com) for more info.

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

# LAS GROUNDS SIGNAGE

## GRANDSTAND & MAIN ENTRANCE SIGN

\$1,500 (one year) May 1 - April 30

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

Your 3' X 8' 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 Commonwell 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 3' X 8' 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.*

# THE LINDSAY EXHIBITION



The LAS, 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 Agricultural 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.

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.

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



# 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**

## **LEX BROCHURE AD SPACE**

Starting at \$180 (1.5"H x 3.5"W)

Be included in each of the 30,000 brochures that are direct mailed to homes in the local area and handed to each person as they enter the fair. Jump on this limited quantity ad space before it's gone!

**Deadline: Sponsorship must be paid in full & ad artwork received by June 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.**



# LEX PRIZE BOOK AD SPACE

Starting at \$100 (8.5"H x 2.5"W)

Looking to showcase your business that targets LEX exhibitors? Consider advertising in one of our five prize books! These books are available in hard copy or digital format and each of the 5,000 exhibitors at the LEX will flip through at least one of these books before making their entries each year.

**Deadline: Sponsorship must be paid in full & ad artwork received by March 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 explain the perks you'll 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
- Two dedicated social media posts with logo
- Opportunities to promote your brand and/or product
- Announcement at the event, if applicable
- 12 One Day passes to the Lindsay Exhibition



## SUPREME CHAMPION SPONSOR

\$5,000

- Name on our website & sponsor page with logo
- One dedicated social media post with logo
- Complementary commercial Booth Space
- Opportunities to promote your brand and/or product
- Announcement at the event, if applicable
- 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
- Opportunities to promote your brand and/or product
- Announcement at the event, if applicable
- 8 One Day Passes to the Lindsay Exhibition



## RESERVE CHAMPION SPONSOR

\$1,000 - \$2,499

- 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 the event, if applicable
- 6 One Day Passes to the Lindsay Exhibition

## HONOURABLE MENTION

\$500-\$999

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

## RED RIBBON

\$300-\$499

- Name on our website & sponsor page
- Announcement at the event, if applicable
- 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!**



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