



*Where Town & Country Meet*

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# Sponsorship Package

## MISSION

**Dedicated to promoting agriculture and its contributions for the betterment of the community and surrounding areas.**

## VISION

**To facilitate agricultural awareness through year-round entertainment, education, and competitive activities.**

**To be successful, the Association will integrate rural and urban talents and strive to remain relevant in all areas to meet the changing needs of our community.**

**Funds will be raised to meet these goals.**

**815 Exhibition Drive - P.O. Box 1538 Prince Albert, Saskatchewan S6V 5T1**

**Main Office: (306)-941-8916 ~ Email: [paex@sasktel.net](mailto:paex@sasktel.net)**

**Website: [www.paexhibition.com](http://www.paexhibition.com)**



The Prince Albert Exhibition Association continues to be a progressive and well-respected Agricultural Society. Established in 1883, we are proud to be the oldest operating Agricultural Society in the province.

As a non-profit organization, we rely on forming mutually beneficial partnerships with local and regional businesses. It is through these partnerships — along with the dedication of our volunteers — that the Exhibition Association is able to continue delivering and hosting a variety of quality programs and events. This invaluable support has helped us gain both provincial and national recognition for many of our initiatives. We are now reaching out to existing and prospective partners to identify the most positive, beneficial, and business-friendly methods of securing continued sponsorship.

Hosting events creates benefits that extend beyond the direct funds raised. Increased tourism and visitor traffic stimulates the local economy in many ways. It benefits local businesses by generating increased spending on accommodations, restaurants, retail, fuel, sporting experiences, and other services. These events help revitalize our community, create jobs, and strengthen our overall community image. Through these opportunities, we are proud to present activities and experiences for people of all generations.

The upcoming years promise to be exciting and full of growth, with new shows, projects, and events being planned and launched. With a positive and innovative approach, we anticipate that over 100,000 visitors will attend the Exhibition Grounds over the next twelve months — including guests and businesses from across the country.

Our new programs will allow us to expand the total entertainment and business offerings at the Exhibition, providing increased advertising exposure and a growing client base for our Prince Albert and area partners.

If you wish to become involved with the Exhibition Association through sponsorship, please review the following information and return the completed forms to our office.

Thank you for taking the time to review this proposal. We are confident that, by supporting the Prince Albert Exhibition Association and its programs, you will be entering into a strong and lasting partnership that will continue to thrive well into the future.



# **SPONSORSHIP OUTLINE**

Sponsorship of the Prince Albert Exhibition Association is generally made through two types of donations:

## **1. Monetary Donations**

A cash contribution that can be applied to the Association's overall operations or designated toward a specific event.

*Cash donations are accepted by cheque or e-transfer to [paexpay@gmail.com](mailto:paexpay@gmail.com)*

## **2. In-Kind Donations**

A contribution of prizes, materials, use of equipment, or services.

Sponsors receive acknowledgment through signage and ongoing advertising, utilizing a broad range of media outlets, including (where possible):

- Business signage
- Posters
- Internet and social media platforms such as our website, Facebook, Instagram, and X

Sponsor recognition and benefits vary depending on the six levels of sponsorship available.


Please review this information to determine which sponsorship option is the best fit for you.

**Thank you for taking the time to consider our sponsorship proposal.**

For more information, please contact us:

 Email: [paex@sasktel.net](mailto:paex@sasktel.net)

 Website: [www.paexhibition.com](http://www.paexhibition.com)

 Phone: (306) 941-8913



## **BRONZE SPONSORSHIP**

- Two complimentary Summer Fair day passes (available upon request)
- Complimentary tickets to related Exhibition-sponsored events (upon request)
- Sponsor-provided signage displayed on the PAEX grounds a minimum of 2 weeks before the event and remaining up for 2 weeks after
- Recognition on printed posters, pamphlets, the PAEX website, Facebook, Instagram, and X (Twitter)

**Annual Sponsorship Investment:**

**\$500.00 – \$1,999.00**



## **SILVER SPONSORSHIP**

- Four complimentary Summer Fair day passes (available upon request)
- One complimentary Summer Fair vehicle pass (available upon request)
- Complimentary tickets to related Exhibition-sponsored events (upon request)
- Sponsor-provided signage will be displayed on the PAEX grounds — such as on building exteriors or fences — for at least one month before the event and one month after.
- Recognition on printed posters, pamphlets, the PAEX website, Facebook, Instagram, and X

**Annual Sponsorship Investment:**

**\$2,000.00 – \$4,999.00**

## **GOLD SPONSORSHIP**

- Six complimentary Summer Fair day passes (available upon request)
- Two complimentary Summer Fair vehicle passes (available upon request)
- Complimentary tickets to related Exhibition-sponsored events (upon request)
- Signage provided by PAEX to be placed on the PAEX Mega Billboard located on our grounds for the duration of the 12-month partnership.
- Sponsor provided signage displayed around the PAEX grounds or on exterior buildings or fences a minimum of 1 month before the event
- Recognition on printed posters, pamphlets, the PAEX website, Facebook, Instagram, and X

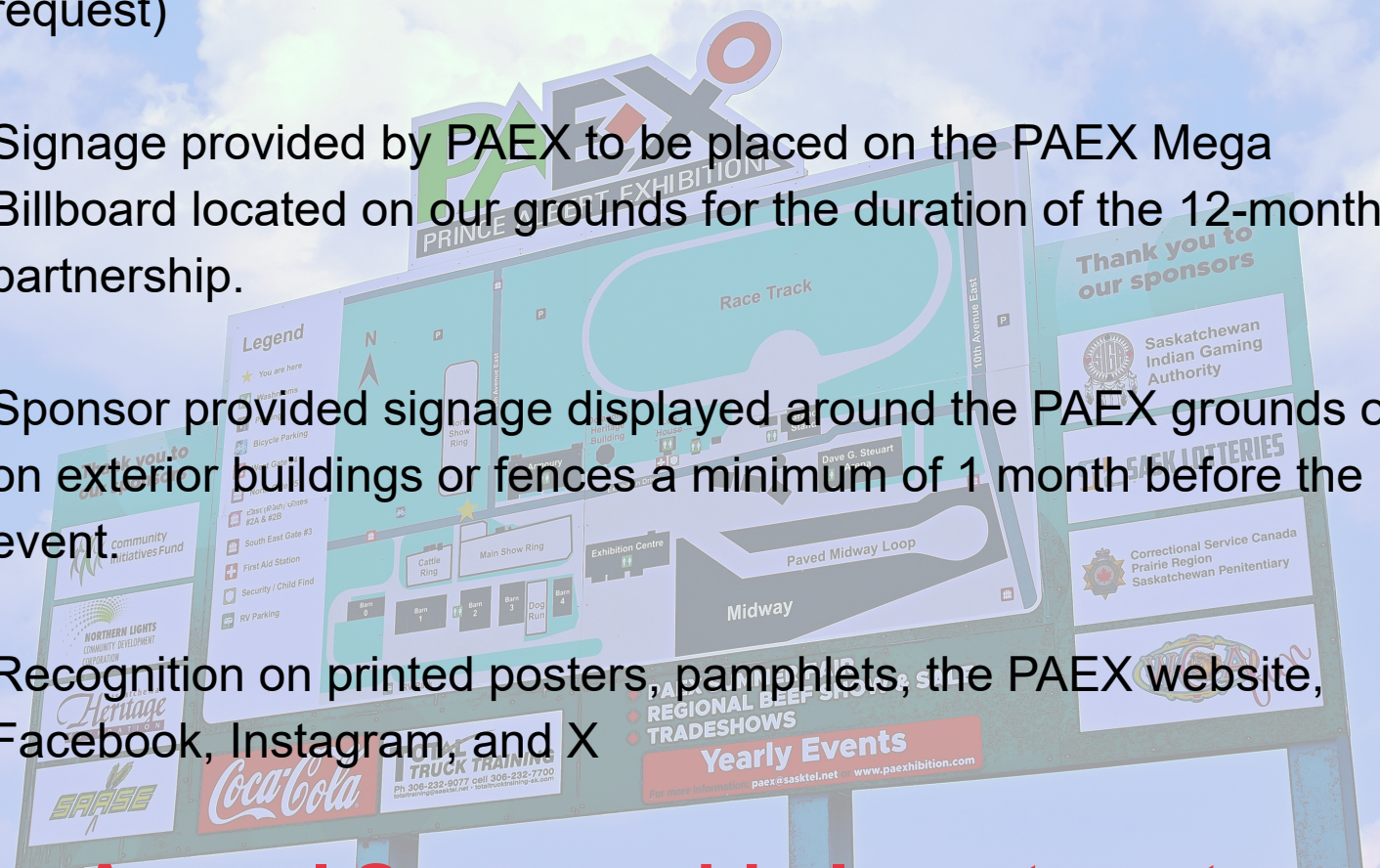


**Annual Sponsorship Investment:**  
**\$5,000.00 – \$9,999.00**

## PLATINUM SPONSORSHIP

- Eight complimentary Summer Fair day passes (available upon request)
- Three complimentary Summer Fair vehicle passes (available upon request)
- Complimentary tickets to Exhibition-sponsored events (upon request)
- Signage provided by PAEX to be placed on the PAEX Mega Billboard located on our grounds for the duration of the 12-month partnership.
- Sponsor provided signage displayed around the PAEX grounds or on exterior buildings or fences a minimum of 1 month before the event.
- Recognition on printed posters, pamphlets, the PAEX website, Facebook, Instagram, and X

**Annual Sponsorship Investment:  
\$10,000.00 – \$20,000.00**





# DIAMOND SPONSORSHIP

- Ten complimentary Summer Fair day passes (available upon request)
- Four complimentary Summer Fair vehicle passes (available upon request)
- Complimentary tickets to Exhibition-sponsored events (upon request)
- Signage provided by PAEX to be placed on the PAEX Mega Billboard located on our grounds for the duration of the 12-month partnership.
- Sponsor provided signage displayed around the PAEX grounds or on exterior buildings or fences a minimum of 1 month before the event
- Recognition on printed posters, pamphlets, the PAEX website, Facebook, Instagram, and X



**Annual Sponsorship Investment:**

**\$20,000.00 and up**



# **SPONSORSHIP FORM**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Sponsorship Amount:** \_\_\_\_\_

**Thank you for your support!**

**Please return this form to the Exhibition office at:**

**Prince Albert Exhibition Association**

**815 Exhibition Drive**

**Box 1538**

**Prince Albert, SK S6V 5T1**

**Phone: (306) 941-8913**

**Email: [paex@sasktel.net](mailto:paex@sasktel.net)**

**Website: [www.paexhibition.com](http://www.paexhibition.com)**

## **Methods of Payment**

- 1. Cheque: Please make payable to Prince Albert Exhibition Association**
- 2. E-Transfer: [paexpay@gmail.com](mailto:paexpay@gmail.com)**
- 3. Credit or Debit Card: Pay at our point-of-sale machine**