

Annapolis Valley Exhibition Society

570 Main Street, P.O. Box 100 Lawrencetown, N.S. B0S 1M0

(902)584-3339 / manager@annapolisvalleyexhibition.com

Dear Supporter,

The Annapolis Valley Exhibition (AVEx) is a 6-day celebration of our agricultural heritage and community spirit. It serves as a reminder of the importance of agriculture in our daily lives and the vital role it plays in our economy and culture. Closing in on 100 years, the AVEx wants everyone to remember that we are Your Valley Ex! Our mission is to collaborate and celebrate with the entire valley community, spanning from the Annapolis Basin to the Minas Basin and all areas in between.

Every year, Your Valley Ex attracts over 50,000 visits during exhibition week and hosts regular events like equine shows, heavy horse pulls, and oxen pulls. These events significantly boost the local economy. Your business will gain valuable exposure from participating in the exhibition.

It is very important that we strive to provide awards, prizes and prize money that invites diverse participation and is reflective of current event/competition standards. Your support can be targeted to a specific event, or class, or it can be used to ensure the overall success of the Exhibition.

Sponsors are integral to ensure that we have an amazing exhibition for all involved. Every year the support of sponsors continues to grow and is truly amazing. We are thankful to our past, present, and future sponsors. We truly appreciate and acknowledge all support, and with your help, Your Valley Ex can continue to be successful for many years to come.

You will find sponsorship opportunities and details on page two and the sponsor agreement on page three. Please note that we have made changes to the sponsorship program.

To provide the recognition our sponsors deserve in our prize books and official program, we request confirmation of your support by **April 2, 2025**. Other deadlines include **May 16** - Digital logos, graphics or ads **June 20** - Payment. Invoices and receipts will be sent via email. QR Codes for exhibition passes will be emailed, unless otherwise arranged with our office.

If you have any questions, or for more information please contact Krista Grear, General Manager, by phone 902-584-3339 or email at manager@annapolisvalleyexhibition.com.

Thank you,

The Annapolis Valley Exhibition Society



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Sponsorship Packages	★★★★★ 5 star \$4001 +	★★★★ 4 star \$3001-\$4000	★★★ 3 star \$2001-\$3000	★★ 2 star \$1001-\$2000	★ 1 star \$501-\$1000
Exhibition Day Passes*	40 or more	30-40	20-30	10-20	5-10
Discounted Booth Space	free	75% off	50% off		
Ad in Official Program	full page	full page	1/2 page	1/4 page	1/8 page
Social Media Recognition	✓	✓	✓	✓	✓
Mainstream Media Recognition**	Prime Sponsor Mentions	Top Sponsor Mentions	Sponsor Mentions		
Main Ring Announcements	2-4/ day	2-3/ day	1-2/ day	1/ day	
Banner Display on Grounds	6	4	3	2	1
Logo on Official Program Cover & Posters	✓	✓	inside front cover	inside front cover	name inside back cover

NEW - Friends of the Ex donations up to \$500 Will receive up to 5 day passes and name listed in back cover of the official program. This is considered a non-taxable donation.

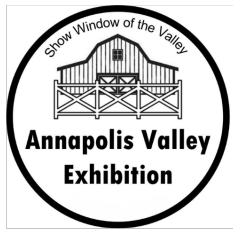
*receive one day pass for every \$100. Day pass good for any day of the week.
 **exact number of mentions to be determined based on media packages purchased.

Add-ons, Extras & More

We can design your ad at no charge.
 Get your business name, contact info and website link on the Sponsors Page on our website.
 Want something different? We can create custom sponsorship packages.
 We can design and provide a sign or banner for the week of exhibition for \$150
 Purchase a picnic table with a brass/metal plaque with your business name & info for \$350
 Special awards, ribbons, or prizes arranged upon request; prices will vary.

Important Dates & Deadlines 2025

April 25 - Sponsorship Agreement **May 16** - Digital logos, graphics or ads
June 20 - Payment due **August 1** - Signs and banners due in office



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SPONSOR & SUPPORTER AGREEMENT

Business: _____ Contact Person: _____
Email: _____ Phone: _____
Mailing Address: _____

- We will provide logo and graphic design
- Please design our graphics
- Title sponsorship/named event
- Event co-sponsorship is acceptable
- General sponsorship
- Multiple event/activity sponsorship

We understand that graphics and/or payment not provided by the deadlines may result in our omission in printed materials and/or will result in the Exhibition creating and using a design of its choosing.

Sponsorship Commitment: 1 year 2 year 3 year 5 year

- Please list the event(s) from the list below to direct your sponsorship _____
- You can assign a specific \$ or % to each event/activity as you see fit _____
- Tagline or 1-2 sentence message you want us to include when making live announcements: _____

- If you wish to assign your sponsorship to a specific division or class, please indicate here: _____

- If in memorial, please provide name/1-2 sentence description: _____

- If you would like more information about title sponsorship / named events, please contact the Exhibition office by phone at 902-584-3339 or by email to manager@annapolisvalleyexhibition.com

Ag Awareness	Entertainment – Pub/Arena	Haflinger	Pleasure Driving
Art	Entertainment – Riverside	Light Horse Events	Redneck Pulls
Beef	Stage	Miniature Equine	Rodeo
Contests/Children’s Activities	Farmer’s Challenge	Operations	Rug Hooking
Cooking	Flowers	Ox Pulls	Woodworking
Creative Crafts	Fruit & Vegetable	Parade	Wild ‘n Wooly Sheep Rodeo
Dairy	Horse Pulls	Photography	

ADD ONS & EXTRAS

- YES please provide sign/banner - \$150
- YES I want to purchase a picnic table - \$350
- YES I want a custom sponsor package - let’s meet
- YES I want to sponsor a special award - let’s meet

2025 Sponsorship Amount \$ _____ + Add ons \$ _____ +HST \$ _____ TOTAL: \$ _____

Pay online by debit or credit card. Pay in person by cash, cheque, credit or debit. Cheques payable to Annapolis Valley Exhibition can be mailed to address below. Etransfers can be sent to manager@annapolisvalleyexhibition.com must include sponsorship info in the note.

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Be sure to send this completed form along with your payment