



# SPONSORSHIP PACKAGE

## HALIFAX COUNTY EXHIBITION

A FAMILY FAIR SINCE 1884

2024 • AUGUST 14-17



# Different ways to support the Exhibition

The Halifax County Exhibition perseveres as a traditional agricultural fair thanks to the financial support of individuals, businesses, and the Halifax Regional Municipality.

## Donation versus Sponsorship

Sponsorships and donations can be cash or in-kind goods or services. All contributions will be listed on our Thank You Board by the main show ring. The difference is:

- Donations are charitable in nature without any expectation of reciprocity in the form of public recognition. Please note that the non-profit Middle Musquodoboit Agricultural Society--who hosts the Exhibition--is not a registered charity, so cannot issue official donation receipts for income tax purposes.
- Sponsorships are financial support that are publicly recognized for their contribution in a manner that benefits the sponsor.

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## Cash Donation

You can make any sized donation by simply sending an **e-Transfer to <mailto:mmas@agricommodity.ca>** and include “**Exhibition donation**” in the message, or send a cheque made out to **Halifax County Exhibition**, with “**cash donation**” written on the memo line, to the address below.

If you would like your cash to be applied to a specific aspect of the Exhibition, just let us know!

**Halifax County Exhibition**  
**PO Box 161**  
**Middle Musquodoboit, NS, B0N 1X0**

## Got other ideas? Let's make it happen!

Such as... handing out ribbons,  
or being in the parade, or hosting  
the official opening, or...



## Sponsorship Options

Use the following forms to tell us what type of Sponsorship works for you, and how you'd like your money put to work.

### The Sponsorship options are:

- Sponsorship in the form of an advertisement in the printed and digital Official Halifax County Exhibition Program
- Sponsorship in exchange for a Sign Board advertisement in the Main Show Ring
- Sponsorship in exchange for the benefits of a Sponsorship Package as outlined on page

## Sponsorship Order Form

Use this form to tell us how you would like to sponsor the Exhibition.

Contact Person:

Business Name (if applicable):

Mailing address:

Phone #:

Email:

### Step 1: Select from options below (may choose more than one)

Sponsorship in the form of an advertisement in the print and digital Official Program

Sponsorship in exchange for a Sign Board advertisement in the Main Show Ring

Sponsorship in exchange for the benefits of a Sponsorship Package (choose your package)

### Step 2: Use the following sections to provide information related to the sponsorship option you choose in Step 1.

## Advertising in the Official Program

Paid advertisement in the Official Program - Taxes included in price

1/8 Business card size (3-5/8" wide x 2-3/8" high): \$92

1/2 page \$299 (3-5/8" wide x 10" high): \$299

1/4 page horizontal-\$149.50 (3-5/8" wide x 4-7/8" high): \$149.50

Full page (7-1/2" wide x 10" high): \$586.50

# Sign Board in the Main Show Ring

\$375 taxes included

The sign itself must be provided by the company. Maximum size: 3.5' feet X 5.5 feet

The Exhibition Office will contact you to find out when your sign board can be picked up. If we already have a sign board from your company, we'll ensure the one we have on hand is up to date and still your #1 choice for display.



## Sponsorship Package

**First,** use the circle(s) below, choose the event(s) you would like your money to go toward.

**Second,** choose your package on the next page.

Beef Cattle	Bingo Hall	Dairy
Draft Horses	* Entertainment	Garden Vegetables
Hand Crafts	Home Crafts	Horse Pull
Light Horse & Pony	Motor Sports	Operations & Maintenance
Ox Pull	Pageant	Parade
Plants and Flowers	Poultry and Pets	

\*Entertainment includes on stage performers, the men and women's hay bale toss, the fun competitions for kids, the Ladies Rubber Chicken toss, musicians in the beer hall, and all other fun and friendly competitions that anyone can participate in.

## Forms and Payment

Please email this sponsorship form to: [halifaxcountyex@bellaliant.com](mailto:halifaxcountyex@bellaliant.com) or send by mail to the address below.

Cash may be sent via e-Transfers to: [mmas@agricommaodity.ca](mailto:mmas@agricommaodity.ca) , include "Exhibition donation" in the message.

Or by check payable to "Halifax County Exhibition", with "cash donation" written on the memo line and sent to:

Halifax County Exhibition  
PO Box 161  
Middle Musquodoboit, NS, BON 1X0



## Choose your package

Tax included in all sponsorship packages

All sponsors are listed in the Official Program

All sponsors are listed on the on-site Sponsor Board

**\$5,000**

Sign Board inside show ring

Full page ad in Program

Company logo on Exhibition website and posters

Live mentions by announcers

1 Commercial Exhibitor Space for the week

25 Complimentary Week Passes

**\$2,000 - \$4,999**

Sign Board inside show ring

Half page ad in Program

Live mentions by announcers

1 Commercial Exhibitor Space for the week

20 Complimentary Day

**\$1,000 - \$1,999**

1/4 page ad in Program

Live mentions by announcers

16 Complimentary Day Passes

**\$500 - \$999**

1/4 page ad in Program

Live mentions by announcers

10 Complimentary Day Passes

**\$250 - \$499**

Business card ad in program

6 Complimentary Day Passes

**\$50 - \$249**

2 Complimentary Day Passes

