

**The Erin Fall Fair, Ontario's Preview to the Royal, has been a tradition among families throughout Erin and its surrounding areas since 1850. We continue to promote agriculture and rural crafts while providing family entertainment throughout our grounds. Our proud heritage is sustained each year by countless volunteers and numerous partners throughout the community.**

**This booklet has been prepared to remind individuals and businesses of the objectives of the Erin Agricultural Society and to outline ways in which they may enter into a partnership with us.**

## **WHO ARE WE?**

- The Erin Agricultural Society is a non profit organization as well as a registered charity.
- Since 1850, the main event produced by the Society has been the Erin Fall Fair. The annual fair attracts approximately 25,000 people from an area encompassing Toronto to Kitchener including Hamilton, Burlington, Oakville, Mississauga, Georgetown, Guelph, Fergus, Elora, Orangeville and Arthur.
- The directors and members of the Erin Agricultural Society are volunteers from Erin and surrounding areas.

## **WHAT DO WE DO?**

- The Erin Agricultural Society is committed to the promotion of present and future agriculture practices, rural crafts, and related activities.
- Our main showcase for these endeavors is the Erin Fall Fair.
- Agricultural Societies have been an intrinsic part of rural Ontario culture and tradition since the late nineteenth century. The Erin Fall Fair provides a meeting place for the public to learn about the agricultural community of yesterday, today, and tomorrow; and to bring this experience to their children as they interact with the many agricultural aspects of the fair.
- In the early years, our mandate was to improve produce and livestock via farmer partnerships and competition. Today, with an ever increasing percentage of the population being far removed from the “farm”, our role has evolved into that of an educator/promoter of all facets of rural life. One aspect of Erin Fall Fair that has remained throughout is the high level of competition among the exhibitors. This ensures the “cream of the crop” will be showcased to the fair-goers, and ultimately, the consumer.

## **WHY DO WE DO IT?**

- The main goal of the Erin Agricultural Society is to promote agriculture and rural living in a way that is both entertaining and educational for all.

- Erin Fall Fair provides an environment which enhances the competitive spirit within all of us. It is the competitive spirit that ensures top quality exhibits (livestock, produce, rural crafts, culinary arts, school work, etc.) will be showcased each year.

## **WHERE AND WHEN IS THE FAIR?**

- The Erin Fall Fair is proudly presented each year on Thanksgiving weekend at the Erin Fair Grounds located on Main Street in Erin, Ontario

## **HOW IS THE FAIR FINANCED?**

- Through gate receipts; volunteer organized fundraisers; facility rentals; and via community oriented individuals, businesses, and corporations who continue to provide product, service, and/or monetary donations.

## **HOW CAN YOU HELP?**

- Become a partner of The Erin Fall Fair.
- By becoming a partner of the fair, you will enjoy the recognition of the community and the visitors of the fair. The satisfaction of participation in the growth and development of your community will offer unforeseen rewards.

## **PARTNERSHIP LEVELS:**

We are pleased to offer the following partnership levels for Ontario's Preview to the Royal, The Erin Fall Fair. These levels can be attained by any combination of product, service, or financial contributions. Please review the different levels on the following pages and decide if you would like to be a Partner of the Fair.

- |                           |                    |
|---------------------------|--------------------|
| • \$ 10.00 - \$ 99.00     | Friend of the Fair |
| • \$ 100.00 - \$ 249.00   | Bronze Partner     |
| • \$ 250.00 - \$ 499.00   | Silver Partner     |
| • \$ 500.00 - \$ 999.00   | Gold Partner       |
| • \$ 1000.00 - \$ 1499.00 | Platinum Partner   |
| • \$ 1500.00 - \$ 2499.00 | Emerald Partner    |
| • \$ 2500.00 - \$ 4999.00 | Diamond Partner    |
| • \$ 5000.00 and over     | Community Builder  |

## **FRIEND OF THE FAIR**

This level offers many options and is a great way to enter into our Partnership Program.

*As a “Friend of the Fair” you will be recognized in the following manner:*

- One admission pass to the Erin Fall Fair for contributions worth \$50.00 or more.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Appropriate receipts will be issued.

**CONTRIBUTION**

**\$10.00 - \$99.00**

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Admission pass equal to 1 (one) day pass

## **BRONZE PARTNER**

In this level, you have taken a step higher. All aspects of the Fair are strengthened by increased funding, and by community support.

*As a partner at this level you will be recognized in the following manner:*

- Two admission passes to the Erin Fall Fair.
- An Erin Agricultural Society certificate of appreciation and seal.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Your name and donation category will appear on our *Partnership Board* displayed prominently on the fairgrounds.
- Appropriate receipts will be issued.

**CONTRIBUTION**

**\$100.00 - \$249.00**

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Admission pass equal to 1 (one) day pass

## **SILVER PARTNER**

In this level, you have taken a step higher. All aspects of the Fair are strengthened by increased funding, and by community support.

*As a partner at this level you will be recognized in the following manner:*

- Four admission passes to the Erin Fall Fair.
- An Erin Agricultural Society certificate of appreciation and seal.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Your name and donation category will appear on our *Partnership Board* displayed prominently on the fairgrounds.
- You will receive midway ride tickets courtesy of Robertson Amusements.
- Appropriate receipts will be issued.

**CONTRIBUTION**

**\$2500.00 - \$499.00**

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Admission pass equal to 1 (one) day pass

## **GOLD PARTNER**

In this level, you will be entering into a category that will allow you to support a more complete event or activity.

*As a partner at this level you will be recognized in the following manner.*

- Six admission passes to the Erin Fall Fair.
- An Erin Agricultural Society certificate of appreciation and seal.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Your name and donation category will appear on our *Partnership Board* displayed prominently on the fairgrounds.
- You will receive midway ride tickets courtesy of Robertson Amusements.
- Appropriate receipts will be issued.

**CONTRIBUTION**

**\$500.00 - \$999.00**

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Admission pass equal to 1 (one) day pass

## **PLATINUM PARTNER**

In this level, you will be entering into a category that will allow you to support major attractions at our fair.

*As a partner at this level you will be recognized in the following manner:*

- Six admission passes to the Erin Fall Fair.
- An Erin Agricultural Society certificate of appreciation and seal.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Your name and donation category will appear on our *Partnership Board* displayed prominently on the fairgrounds.
- You will receive midway ride tickets courtesy of Robertson Amusements.
- A 4' x 4' banner (as per EAS criteria) will be proudly displayed in our Exhibits Hall.
- You will be given the opportunity to place a banner at the event which you sponsor during that event, banner not to exceed 3' x 10' in size
- Appropriate receipts will be issued.

**CONTRIBUTION**

**\$1000.00 - \$1499.00**

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Admission pass equal to 1 (one) day pass



## **EMERALD PARTNER**

In this level, you will be entering into a category that will allow you to support major attractions at our fair.

*As a partner at this level you will be recognized in the following manner:*

- Six admission passes to the Erin Fall Fair.
- An Erin Agricultural Society certificate of appreciation and seal.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Your name and donation category will appear on our *Partnership Board* displayed prominently on the fairgrounds.
- You will receive midway ride tickets courtesy of Robertson Amusements.
- A 4' x 4' banner (as per EAS criteria) will be proudly displayed in our Exhibits Hall.
- You will be given the opportunity to place a banner at the event which you sponsor during that event, banner not to exceed 3' x 10' in size
- Appropriate receipts will be issued.

**CONTRIBUTION**

**\$1500.00 - \$2499.00**

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Admission pass equal to 1 (one) day pass

## DIAMOND PARTNER

In this level, you will be entering into a category that will allow you to support major attractions at our fair.

*As a partner at this level you will be recognized in the following manner:*

- Six admission passes to the Erin Fall Fair.
- An Erin Agricultural Society certificate of appreciation and seal.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Your name and donation category will appear on our *Partnership Board* displayed prominently on the fairgrounds.
- You will receive midway ride tickets courtesy of Robertson Amusements.
- A 4' x 4' banner (as per EAS criteria) will be proudly displayed in our Exhibits Hall.
- You will be given the opportunity to place a banner at the event which you sponsor during that event, banner not to exceed 3' x 10' in size
- Business card size advertisement in the Erin Fall Fair Prize List.
- Appropriate receipts will be issued.

**CONTRIBUTION**

**\$2500.00 - \$4999.00**

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Admission pass equal to 1 (one) day pass

## COMMUNITY BUILDER

In this level, you will be entering into a category that will allow you to support high profile, multi-faceted features at our fair.

*As a partner at this level you will be recognized in the following manner:*

- Six admission passes to the Erin Fall Fair.
- An Erin Agricultural Society certificate of appreciation and seal.
- Your partnership name will appear in the Erin Fall Fair Prize List.
- Your name and donation category will appear on our *Partnership Board* displayed prominently on the fairgrounds.
- You will receive midway ride tickets courtesy of Robertson Amusements.
- A 4' x 4' banner (as per EAS criteria) will be proudly displayed in our Exhibits Hall.
- You will be given the opportunity to place a banner at the event which you sponsor during that event, banner not to exceed 3' x 10' in size
- Another 4' x 4' banner (as per EAS criteria) will be proudly displayed at any location on the fair grounds. This will provide increased exposure to fair-goers.
- Quarter Page size advertisement in the Erin Fall Fair Prize List.
- Appropriate receipts will be issued.

### CONTRIBUTION

**\$5000.00 – and over**

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Admission pass equal to 1 (one) day pass