

June 5 - 7, 2020

# 2020 FARMERS DAYS

STONY PLAIN  
RODEO AND EXHIBITION



## Advertising & Sponsorship Package

For more information:  
Contact Bev at 780-910-6226  
[www.stonyplainkingsmen.ca](http://www.stonyplainkingsmen.ca)



## **SERVING THE COMMUNITY'S GREATEST NEED**

The **Kinsmen Club of Stony Plain** (Kinsmen) is a long-time active service organization that primarily supports local community programs; in addition to Kinsmen Provincial and National projects.

The Kinsmen are committed to providing the citizens of Stony Plain and area with the opportunity to rediscover the strong roots of our local culture and heritage through their involvement in community events and support of programs that enhance personal growth, citizenship and education. The Kinsmen have a broad scope of initiatives related to the arts, agriculture and capital improvement projects.

**The Stony Plain Kinsmen Farmers' Days Rodeo & Exhibition** is a crucial fund raising event supported by one of the largest collection of volunteers of any annual event in Parkland County. Through the tireless efforts of our volunteers and Kin family, we reinvest **all proceeds** from this event back into our facilities, the community and a number of other programs for the benefit of the entire area.

With the assistance and support of our fund-raising partners including government, corporate business and individuals from the community; we preserve and promote western heritage and values and provide excellent family entertainment; while raising funds to support many groups and organizations throughout our community.

## **SPONSORSHIP OPPORTUNITIES**

**The Stony Plain Kinsmen Farmers' Days Rodeo & Exhibition** is an excellent opportunity to invest in the future of our local youth and community; and promote your organization in the Stony Plain and Parkland County area.

We recognize your interest to participate in our event may be motivated by a desire to become involved in the community and / or for marketing purposes such as: increasing brand loyalty and sales, driving retail traffic, showcasing product attributes, hosting clients and engaging your employees. Our sponsorship packages can be tailored to meet any of your specific objectives.

If you are interested in finding out more about sponsorship opportunities at **The Stony Plain Kinsmen Farmers' Days Rodeo & Exhibition**, please contact the Kinsmen or visit our website: [www.stonyplainkinsmen.ca](http://www.stonyplainkinsmen.ca).

We welcome the opportunity to discuss sponsorship options with you and greatly appreciate your consideration of our program and events.

**YOUR SUPPORT IS MAKING A DIFFERENCE!**

## Sponsor Point Redemption

To provide greater flexibility to each Sponsor, Sponsor Points can be redeemed for those items that provide the Sponsor with the greatest value for their investment. Some items have limited quantity and will be provided on a first-come / first-served basis as Sponsors register. The Kinsmen reserve the right to limit the quantities redeemed for each item based on availability. Sponsor Points can be applied as credit towards larger value items with a Sponsor payment for any remaining balance. Check all that apply:

√	Description	Point Value	Quantity Ordered	Total Points
	Kinsmen Food / beverage vouchers (\$5 value)	1		
	Rodeo Passes	3		
	General Store booth (indoor weekend rental)	30		
	General Store booth (outdoor rental)	40		
	Path Signs (each)	60		
	Other			
	Other			
	Other			
<b>Grand Total Points Redeemed</b>				

**SPONSORSHIP DETAILS** Benefits<sup>1</sup> vary by sponsorship level. Options are detailed below. Check all that apply:

√	Sponsorship Level	Price	Description	Quantity	Signage Provided	Sponsor Points
<b>SITE SPONSORSHIP LEVELS</b>						
	Overall Event	\$4,000.00	Overall Event Sponsorship	1	4 Arena signs <b>plus</b> signage at Product Exhibits	80
	Main Stage	\$3,000.00	Main Stage - Entertainment	1	2 Path signs <b>plus</b> Entertainment Stage signage	60
	Saloon	\$1,500.00	Saloon / Liquor Provision	1	2 Path signs <b>plus</b> Saloon signage <b>plus</b> physical vendor recognition (if supplied by Sponsor)	30
	General Store	\$1,000.00	General Store	1	2 Path signs <b>plus</b> General Store signage	20
	Kid's Korral	\$ 750.00	Kid's Korral	TBD	2 Shared Path signs <b>plus</b> Kid's Korral signage	15
<b>RODEO EVENT LEVELS</b>						
	Chutes	\$1,800.00	Rodeo - Chutes	6	Chute Banner <b>plus</b> 2 Arena signs	36
	Upright Main Gates	\$1,700.00	Rodeo - Upright Main Gates	1	2 Upright signs flanking Main Entrance gate by chutes <b>plus</b> 2 Arena signs	34
	Announcer's Booth	\$1,700.00	Rodeo - Announcer's Booth	1	Announcer's Booth Banner <b>plus</b> 1 Arena sign	34
	Arena Gates	\$1,300.00	Rodeo - Arena Gates	4	Banner on 1 of 4 main gates <b>plus</b> 1 Arena sign	26
	Special Events	\$2,500.00	Rodeo - Special Events	TBD	2 Arena signs <b>plus</b> 1 Path sign	50
	Rodeo Characters	\$1,250.00	Rodeo - Characters	3	1 Arena sign <b>plus</b> physical recognition on Character (if supplied by Sponsor)	25
	Rodeo Events	\$1,000.00	Rodeo - Competition Events	10	2 Arena signs	20
<b>SIGNAGE AND GENERAL LEVELS</b>						
	Signage Only / Path	\$ 500.00	Signage along Site Pathways	U	1 Path sign	10
	Signage Only / Arena	\$ 450.00	Signage in Performance Arena	L	2 Arena signs	9
	Friends of The Rodeo	\$ 100.00	Sponsor Recognition	U	No signage	0
	Friends of Farmers' Days	\$ 100.00	Sponsor Recognition	U	No signage	0

**NOTES: TBD = To be Determined (Contact Bev Giles); L = Limited quantity available; U = Unlimited quantity available.**

<sup>1</sup> The same sponsorship benefits apply to shared sponsorships, regardless of the number of sponsors involved. Sharing requires prior permission from the Kinsmen. If you are sharing a sponsorship, the Kinsmen **MUST** be advised of whom you are sharing with; and the Kinsmen have the right of refusal if there is a conflict with other sponsors.

# STONY PLAIN KINSMEN SPONSORSHIP AGREEMENT

BETWEEN the Kinsmen Club of Stony Plain  
(called the "Kinsmen")  
- and -

\_\_\_\_\_  
(called "the Sponsor"),

**I. SPONSOR INFORMATION:** Please print your Company name, address, phone number & information as you would like it to appear in any advertising:

COMPANY NAME: \_\_\_\_\_

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

\_\_\_\_\_

Mailing address (if different than above): \_\_\_\_\_

Office Phone #: \_\_\_\_\_ Alternate Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Permission to promote your business information on the Kinsmen website: YES \_\_\_\_\_ NO \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

**2. SPONSORSHIP:** The Kinsmen shall provide the Sponsor with the benefits specified, subject to the terms & conditions of this agreement. As some options have limited quantities, the Kinsmen shall assign these on a first-come basis.

**3. FEE and TERM:** The Sponsor agrees to pay the sum of \$\_\_\_\_\_ for the Advertising/Sponsorship Category(s) and Term(s) as specified, 1 Yr\_\_\_\_\_, 2 Yr\_\_\_\_\_, 3 Yr\_\_\_\_\_. For multiple year terms, please fill in years applicable. Payment must be received by the Kinsmen by **MARCH 31** each year. The Kinsmen provide a "price freeze guarantee" for the indicated terms.

**4. PAYMENT:** Payment for sponsorship **MUST** accompany your agreement at the time of booking. If payment is not included or payment arrangements have not been made your sponsorship is **NOT** guaranteed & can be reassigned. The Kinsmen reserve the right to restrict promotion of the Sponsor until payment is received in full.

Payment can be mailed to Kinsmen Club of Stony Plain, Box 2231, Stony Plain, AB T7Z 1X7

Within two weeks of the event, payment must be made **by money order, certified cheque or cash & must be pre-approved by the Kinsmen.**

## TERMS AND CONDITIONS

The Sponsor acknowledges that he/she has read the Terms and Conditions of this Agreement, and agrees to be bound by them.

1. No Sponsor will be offered exclusivity regarding product or service. The Kinsmen reserve the right to limit the number of companies offering similar products and services.
2. Renewing Sponsors have first right of refusal for previously sponsored events. Renewal deadline is **March 31, 2020** to guarantee your event. After this date, all unsold packages will be made available to other interested parties on a first-come / first served basis.
3. No signage &/or advertising will appear without payment in full and a signed Agreement.
4. Advertising / sponsorship cancellation by **March 31, 2020** - full refund will apply<sup>2</sup>.
5. Advertising / sponsorship cancellation from **April 1 - 30, 2020** - 50% refund will apply<sup>1</sup>.
6. Advertising / sponsorship cancellations after **May 1, 2020** - **NO REFUNDS**
7. Program advertising artwork must be supplied in CAMERA READY format by the sponsor.
8. All advertisers / sponsors who do not supply artwork by the **May 1, 2020 deadline** will have only "Company Name & Phone Number" on signage &/or program ad.
9. **NO PROOFS** will be automatically sent out. Please contact the Kinsmen for copies if required.
10. All requests for changes to advertising must be in writing and received prior to the **May 1, 2020 deadline**. Additional charges may apply if materials have already been produced<sup>2</sup>.
11. Changes to existing signs used will be subject to an Artwork Fee<sup>2</sup>.
12. Print color and quality is not guaranteed.
13. All sponsor information collected will only be used by the Kinsmen Club of Stony Plain for purposes related to this event and promoting the sponsor.
14. All signs and event materials remain the property of the Kinsmen Club of Stony Plain.

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<sup>2</sup> Refunds depend on Agreement terms and conditions, the ability of the Kinsmen to resell the sponsorship and costs incurred developing signage and other marketing materials for the Sponsor at the time of the cancellation.

<sup>2</sup> Artwork Fee is dependent on costs incurred by the Kinsmen Club of Stony Plain to complete the requested changes.