

## **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!**

**SPONSORSHIP DETAILS.** Check all that apply:

√	Sponsorship Level	Price	Description	Quantity	Signage Provided	Additional Benefits
<b>SITE SPONSORSHIP LEVELS *</b>						
	Overall Event	\$4,000.00	Event - Overall	1	4 Arena Signs, 2 Path Banners, 10 signs throughout the event, signage at product displays. 4 Product display spots on the berm. Full back page of Event Guide.	12 Rodeo passes, 24 Kin Bucks. 4 parking passes
	Entertainment Stage	\$1,500.00	Live Entertainment Stage	1	2 Path signs and 2 signs on the stage	6 Rodeo Passes, 12 Kin Bucks and 2 parking passes
	Saloon	\$1,500.00	Saloon	1	2 Path signs, 1 sign or banner behind the bar (if a banner it is supplied by sponsor) 1 sign at the entrance or a sponsor supplied tent	6 Rodeo Passes, 12 Kin Bucks and 2 parking passes
	Market	\$1,500.00	Overall Market	1	2 Path signs and a sign at each entrance to the Market	6 Rodeo Passes, 12 Kin Bucks and 2 parking passes
	Kid's Korral	\$ 750.00	Kid's Korral location / activities	Unlimited	1 Shared Path sign and 1 Shared sign at the Kid's Korral entrance	2 Rodeo Passes, 4 Kin Bucks
	Event Sign	\$ 500.00	Path Signage supporting the event	Unlimited	1 Path Sign	2 Rodeo passes, 4 Kin Bucks
	Friends of Farmers Days	\$ 100.00	Sponsor recognition	Unlimited	Program and website listing only	No additional items provided.

\* All Sponsors appear in the Event Guide and on the Kinsmen Website.

\* Sharing of a Sponsorship requires prior permission from the Kinsmen.

<b>RODEO SPONSORSHIP LEVELS *</b>						
<b>Sponsorship Level</b>	<b>Price</b>	<b>Description</b>	<b>Quantity</b>	<b>Signage Provided</b>	<b>Additional Benefits</b>	
Special Events	\$2,500.00	Heavy Horse Pull	1	2 Arena Signs and 2 Path Signs	8 Rodeo Passes, 16 Kin Bucks and 2 Parking Passes	
Chutes and Grand Entry Gate	\$1,800.00	Chutes and Grand Entry Gate	7	Chute Sign and 2 Arena Signs	6 Rodeo Passes, 12 Kin Bucks and 2 parking passes	
Uprights at Main Gate	\$ 1,800.00	Uprights at Main Gate	1	2 Upright Signs flanking Main Rodeo Entrance Gate and 2 Arena Signs	6 Rodeo Passes, 12 Kin Bucks and 2 parking passes	
Announcer's Booth	\$1,800.00	Announcer's Booth	1	Announcer's Booth Sign and 2 Arena Signs	6 Rodeo Passes, 12 Kin Bucks and 2 parking passes	
Gates and Panels at Chute End	\$ 1,300.00	Rodeo - Gates and Panels on Chute end of the arena	4	Gate or Panel Sign and 1 Arena Sign	4 Rodeo passes, 8 Kin Bucks and 1 Parking Pass	
Rodeo Arena Bar	\$ 1,300.00	Bar in Rodeo arena	1	2 Arena Signs and 1 Sign at Bar. Sponsor can supply a branded tent instead of sign	4 Rodeo passes, 8 Kin Bucks and 1 Parking Pass	
Rodeo Characters	\$ 1,000.00	Clown, Bull Fighters, Pick Up Men	3	2 Arena Signs	4 Rodeo passes, 8 Kin Bucks and 1 Parking Pass	
Rodeo Event	\$ 1,000.00	Bareback, Bull Riding, Calf Roping, Ladies Barrel racing, Ladies Breakaway, Saddle Bronc, Steer Wrestling, Team Roping and other events as available.	Limited to number of events	2 Arena Signs	4 Rodeo passes, 8 Kin Bucks and 1 Parking Pass	
Arena Sign	\$ 500.00	Arena Signage	Limited to space available	1 Arena Sign	2 Rodeo passes and 4 Kin Bucks	

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# 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 attached.

**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

**Agreement Approval on behalf of Kinsmen Club of Stony Plain**

Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

## 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, with the exception of the overall event sponsor. 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, 2024**, 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, 2024** - full refund will apply<sup>1</sup>.
5. Advertising / sponsorship cancellation from **Apr 1, 2024** - 50% refund will apply<sup>1</sup>.
6. Advertising / sponsorship cancellations after **May 1, 2024** - **NO REFUNDS**
7. All advertisers / sponsors who do not supply artwork by the **May 1, 2024, deadline** will have only "Company Name & Phone Number" on signage &/or program ad.
8. **NO PROOFS** will be automatically sent out. Please contact the Kinsmen for copies if required.
9. All requests for changes to advertising must be in writing and received prior to the **May 1, 2024, deadline**. Additional charges may apply if materials have already been produced<sup>2</sup>.
10. Changes to existing signs used will be subject to an Artwork & production Fee<sup>i2</sup>.
11. Print color and quality is not guaranteed.
12. 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.
13. All signs and event materials remain the property of the Kinsmen Club of Stony Plain.
14. All signage on site will be provided by the Kinsmen, no exceptions such as personal signage.
15. No branded/logoed company trailers can be parked in the parking lot of the event.
16. Sponsors who wish to have team members volunteer must provide names and position by May 10, there is no guarantee of placement, but all requests will be considered. Team apparel may be worn in areas where official Kinsmen attire not required.
17. No motor homes or trailers on the parking lot.

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

<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.

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