



Brome County Agricultural Society  
345, Stagecoach road, Brome, Québec J0E 1K0  
Tel: (450) 242-3976 Fax: (450)242-2565  
info@bromefair.com

## **Dear Potential Partner:**

Please accept the enclosed Partnership Proposal for your review.

The Brome County Agricultural Society (BCAS) is offering Corporate Canada and Canadian Industry a new and unique partnership opportunity with Brome Fair.

This time-honored family fair celebrates all aspects of rural life, including livestock, farm produce and horticultural exhibits, educational demonstrations, commercial presentations and value-added agricultural product displays.

The BCAS is offering a very attractive joint venture with your organization to tie your marketing strategies to this event. In fact, Brome Fair represents a unique platform to market your brand image to close to 50,000 urban and rural visitors.

A key goal of the BCAS is to establish new relationships with future partners while continuing to cultivate and strengthen those which currently exist. To that end, we understand that the strength of any partnership relationship relies on fulfilling each partner's expectations of the program. The personal touches and flexibility of our program will ensure that your message is delivered to the relevant lifestyle and market segment at the right time.

Thank you for this opportunity. I will call you in a few days to answer any questions you might have.

Sincerely,

Gale Johnson,  
Brome Fair  
Brome County Agricultural Society



## BROME FAIR

Since 1856, the Brome County Agricultural Society (BCAS), nestled in the heart of Quebec's Eastern Townships, has organized Brome Fair.

Designed to further agricultural exploits in the region, and to educate the public about the agri-food industry, Brome Fair has become a must for the Labor Day long weekend.

Initially, Brome Fair was held in Knowlton, Quebec, a near-by Victorian-style village. But in 1890, the Directors of the BCAS bought 12½ acres in the village of Brome. In 1905, they increased their holdings to 18 acres.

Over the years, Brome Fair has expanded to nearly 26 acres, including a grandstand, arena, and cattle, sheep, horse and poultry barns, as well as other permanent buildings which house horticultural and handcrafted wares.

Today, with the help of nearly 150 local volunteers, the fair boasts attendance of close to 50,000. From as far away as Vermont to Montreal and Ottawa, visitor's young and young at heart share in the Brome Fair experience: the opportunity to return to the past while sharing the present rural experience with neighbors and urban visitors alike.

As many locals say, "Then and Now all roads lead to Brome."

### Did you know that...?

Brome Fair boasts the largest agricultural parade in Eastern Canada.

In 2006, Brome Fair celebrated 150th anniversary.

It takes 150 volunteers an entire year to organize Brome Fair? The team consists of a Board of 16 directors, including a whopping 30 committees, who all share a love of the Fair and their community.

## PARTNERSHIP PROGRAM

The Brome County Agricultural Society would like to offer you the opportunity to take part in our Partnership program. We have designed this program in hopes of meeting your needs as well as your budget:

### CUSTOM Partner

A CUSTOM Partner will receive the following benefits :

● *Personalized to your needs*

*Deadline: April 15<sup>th</sup>.*

Some possibilities:

Partner of the day at one of prime location

(location agreed upon by both parties). i.e. Grandstand, Bandstand, Horse stables or Cattle barns, etc.

Special mention throughout the day during specific events.

Visibility on Promotional material.

Visibility at each gate entrance. (Publicity to be supplied by partner and specifications to be determined).

50 one day admission passes.

**Cost : \$6,000.00 +**

### GOLD Partner

A GOLD Partner will receive the following benefits:

● *Deadline: April 15<sup>th</sup>.*

Logo displayed on promotional material

Website [www.bromefair.com](http://www.bromefair.com) with link to your business website

Fair book (1,000 copies)

Pamphlet (15,000 copies) – Horse schedule (2,000 copies)

Poster (600 copies)

Press releases

Newspaper, Television and Radio advertisements.

Publicity banner at prominent location agreed upon by both parties.  
(To be displayed during Brome Fair).

Banner must be supplied by partner. (Specifications to be determined)

40 one day admission passes.

**Cost : \$5,000.00**

## SILVER Partner

A SILVER Partner will receive the following benefits:

- *Deadline: April 15<sup>th</sup>.*
  - Logo displayed on promotional material
  - Fair book (1,000 copies)
  - Pamphlet (15,000 copies) – Horse schedule (2,000 copies)
  - Poster (600 copies)
  - Press releases
  - Website: [www.bromefair.com](http://www.bromefair.com) – logo or company name displayed.
  - Publicity banner. To be placed at one of the main gate entrances. (To be displayed during Brome Fair).
  - Banner must be supplied by partner. (Specifications to be determined)
  - 20 one day admission passes.

**Cost : \$2,000.00**

## BRONZE Partner

A BRONZE Partner will receive the following benefits :

- *Deadline: April 15<sup>th</sup>.*
  - Logo displayed on promotional material
  - Fair book (1,000 copies)
  - Pamphlet (15,000 copies) – Horse schedule (2,000 copies)
  - Poster (600 copies)
  - Website: [www.bromefair.com](http://www.bromefair.com) – logo or company name displayed.
  - 10 one day admission passes.

**Cost : \$1,000.00**

## INTRODUCTORY Partner

A INTRODUCTORY Partner will receive the following benefits:

- *Deadline: June 1<sup>st</sup>.*
  - Sign on a building of choice (during fair).
  - Partner must supply sign. Specifications: 2' high x 4' wide, painted white on back for uniformity.
  - Website: [www.bromefair.com](http://www.bromefair.com) – logo or company name displayed,
  - 2 one day admission passes.

**Cost : \$500.00**

## FRIENDS OF BCAS

A FRIEND OF BCAS will receive the following benefits:

◆  
*Deadline: June 1<sup>st</sup>.*

Sign on fence at Grandstand (during fair).  
Partner to supply sign. Specifications: 2' high X 4' wide, painted white on back for uniformity.  
Website: [www.bromefair.com](http://www.bromefair.com) – logo or company name displayed.

**Cost: \$250.00**

## CLASS Partner

A CLASS Partner will receive the following benefits :

◆  
*Deadline: April 15<sup>th</sup>.*

You may choose to partner with us for one or more of our many exhibitor classes. Price determined by the prize money awarded in the specific class + an additional \$25.00 for administration fees. For your support your name will be printed in the fair book (1,000 copies), and you will receive special mention the day of judging of your chosen class partnership.

**Cost: to be determined**

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