



February 1, 2017

Dear Prospective Ontario Pork Congress Sponsors:

The 2017 Ontario Pork Congress will be held Wednesday, June 21st and Thursday, June 22nd at the Stratford Rotary Complex.

Thank you to all of our past sponsors for making the Ontario Pork Congress a success. For potential new sponsors, we would encourage you to consider one of the sponsorship packages summarized in this document. By sponsoring the Ontario Pork Congress your company will receive recognition for providing OPC with the necessary funds to:

- Operate the many OPC events that have become pillars of success
- Help cover the cost of facility & equipment rentals for the show
- Keep the Gate Admission fees for attendees very reasonable (\$15)
- Ensure OPC operates at the high standard our industry has come to expect

Included in this package are the details of the sponsorship opportunities for your company. The Sponsorship Committee is prepared to accommodate new ideas and creative marketing solutions for you provided that they do not conflict with other sponsorship offerings.

Sponsorship Advertising Deadline: Friday April 28, 2017

NOTE – Limited sponsorship opportunities will be awarded based on first-come first-serve basis by emailing confirmation to – **porkcongress@gmail.com**

Please feel free to contact any of the Sponsorship Committee members to discuss your needs or ask questions about current opportunities.

Thank you.

A handwritten signature in black ink, appearing to read 'Andrew Fenton'.

Andrew Fenton (519-476-0628)

A handwritten signature in black ink, appearing to read 'Blair Cressman'.

Blair Cressman (226-749-4262)

A handwritten signature in black ink, appearing to read 'Jody Durand'.

Jody Durand (519-495-0953)

Ontario Pork Congress
PO Box 23050, Stratford, Ontario N5A 7V8
Email porkcongress@gmail.com
www.porkcongress.on.ca



SPONSORSHIP APPLICATION FORM

Once you have confirmed your sponsorship through email, please fill out the following application form, return with payment and your desired logo for advertising by **April 28, 2017**, Please forward to:

Ontario Pork Congress
Box 23050
Stratford, ON N5A 7V8
office phone: (519) 272-1532, office fax: (519) 272-2215
cell: (519) 614-2855
email: porkcongress@gmail.com
website: www.porkcongress.on.ca

COMPANY NAME _____
(As you wish advertising to read)

ADDRESS _____

_____ **POSTAL CODE** _____

COMPANY PHONE _____ **FAX** _____

WWW ADDRESS _____ **E-MAIL** _____

CONTACT NAME _____ **PHONE** _____

<u>SPONSORSHIP LEVEL</u>		<u>AMOUNT</u>
Platinum – Food Sponsor	\$5000	_____
Gold Plus	\$3000	_____
Gold Sponsor	\$2000	_____
Silver Sponsor	\$1000	_____
Bronze Sponsor	\$500	_____

SIGNATURE _____

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2017 CUSTOM SPONSORSHIP PACKAGES

(Companies listed as "First Right" have until March 31st to renew their Custom sponsorship)

Platinum Sponsor Packages:

Food Sponsor – \$5,000 (1)

1 - First Right – Grand Valley Fortifiers

- Directly involved in selecting the food vendor & help collecting tickets during lunch
- Opportunity to setup advertising/banners/displays in the food court area
- Opportunity to customized meal tickets with company logo
- Refer to Gold Sponsor below for additional recognition details

Gold Plus Sponsor Packages:

Registration Sponsor – \$3,000 (2)

1 – First Right – Swineweb.com

2 – First Right – Canarm AgSystems

- Your company will help staff the entrances to the Congress for registration each day
- Opportunity to provide custom lanyards for all attendee name badges
- Opportunity to setup advertising/banners/displays in the registration area
- Refer to Gold Sponsor below for additional recognition details

Bacon Maker Classic (BMC) Pig Show & Education Centre Sponsor – \$3,000 (3)

1 – First Right – Alliance Genetics Canada

2 – Agribrands Purina

3 – Ontario Swine Improvement

- Naming rights to the Bacon Maker Classic & Education Centre
- Your company logo on all BMC participant shirts
- Opportunity to setup advertising/banners/displays in the Show areas
- Opportunity to assist the Show Judges when presenting the awards
- Refer to Gold Sponsor below for additional recognition details

Bacon Maker Classic – Carcass Competition – \$3,000 (1)

1 – New Life Mills

- Naming rights to the BMC Carcass Competition
- Your Company signage on the Carcass Competition display cooler
- Opportunity to assist the Show Judges when presenting the awards
- Refer to Gold Sponsor below for additional recognition details

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Hospitality Tent Sponsor – \$3,000 (2)

1 – *First Right – Genesis Inc.*

2 – *Demeter Veterinary Services & Shakespeare Mills Inc.*

- Opportunity to setup advertising/banners/displays in the Hospitality Tent both days
- Refer to Gold Sponsor below for additional recognition details

Taste the Best Sponsor – “Local Pork Prepared by Local Chefs” - \$3,000 (1)

1 – *First Right – Stubbe’s Precast*

- Naming rights to Taste the Best event
- Opportunity to setup advertising/banners/displays in the Taste the Best area
- Refer to Gold Sponsor below for additional recognition details

Java Junction Sponsor – \$3,000 (1)

1 – *First Right – PIC Canada*

- Naming rights to 2 Tim Hortons coffee canteens (ex. *PIC Canada Java Junction*)
 - Banner signage at each canteen
 - Opportunity to provide paper coffee cups with your company logo printed on them
 - Refer to Gold Sponsor below for additional recognition details
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Gold Sponsor – \$2,000 (Unlimited)

- Twenty (20) OPC Gate Admissions customized with your company logo
- Ten feet (10’) of advertising/marketing space along the “Hog Highway” in the arena
- Free use of on-site meeting rooms during the show for private meeting – please contact the Sponsorship Committee to book specific times
- “Ontario Pork Congress Gold Sponsor” sign for display at your booth
- Use of “Ontario Pork Congress Gold Sponsor” logo for one year
- Pre & Post-show advertising in magazines, radio, etc.
- Signage at the Congress entrances

Silver Sponsor – \$1,000 (Unlimited)

- Ten (10) OPC Gate Admissions
- “Ontario Pork Congress Silver Sponsor” sign for display at your booth
- Use of “Official Sponsor of the Ontario Pork Congress” logo for one year
- Pre & Post-show advertising in magazines, radio, etc.
- Signage at the Congress entrances

Bronze Sponsor – \$500 (Unlimited)

- Five (5) OPC Gate Admissions
- “Ontario Pork Congress Bronze Sponsor” sign for display at your booth
- Use of “Official Sponsor of the Ontario Pork Congress” logo for one year
- Pre & Post-show advertising in magazines, radio, etc.
- Signage at the Congress entrances

Please note:

Limited sponsorship opportunities will be awarded based on first-come first-serve basis by emailing confirmation to – [**porkcongress@gmail.com**](mailto:porkcongress@gmail.com)

****The Sponsorship Committee will accommodate any reasonable requests for modifications or custom sponsorship opportunities provided they are fair to all other sponsors and align with the objectives***