

# The Provincial Exhibition of Manitoba



*Building community pride and  
economic benefits through  
agricultural education  
and awareness since 1882*

**Dear Valued Sponsor:**

Thank you for your interest in the Provincial Exhibition of Manitoba. The Provincial Exhibition produces three world class events annually attracting over 200,000 people from across North America.

From world class equestrian competition at the Royal Manitoba Winter Fair, the excitement of the midway at the Manitoba Summer Fair to premiere agricultural education, our events have something for everyone.

As an official sponsor of one or more of our events, your organization has the opportunity to be part of the history of exhibitions in Brandon and reach your customers like never before.

Take some time to look through this package to learn more about our events and the benefits of becoming a partner with the Provincial Exhibition of Manitoba.

I look forward to helping you create a successful sponsorship that will help fulfill your marketing goals.

Kindest Regards,

James Montgomery  
Sponsorship Coordinator  
Provincial Exhibition of Manitoba  
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# About us

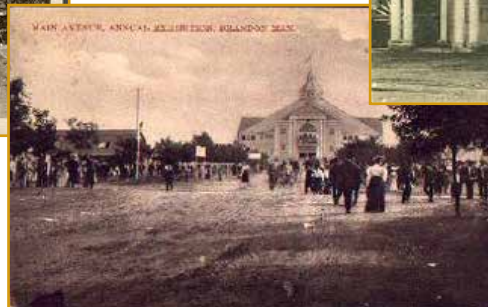
In 1882, shortly after the incorporation of the city of Brandon and two years before the creation of the Chamber of Commerce, The Brandon Agricultural Society was formed to showcase and promote the sale of agricultural products. Local businessmen put up \$200 and called for entries for cattle, horses, pigs, poultry and grains. This was the start of the exhibition's first fair, today known as the Manitoba Summer Fair.

The need soon arose for a second annual fair and by March 1908, the Brandon Winter Fair was born. The purpose of this fair was primarily to promote the sale of livestock and to encourage improvement in the breeding lines and care of animals. Numerous educational opportunities were added to the fair as well displays by government agencies, implement dealers and other manufacturers. In addition, there was now the opportunity to attend lectures and meetings of breed associations and other agricultural groups. In those early years, both fairs ran independently.

In 1967, the amalgamation of the two fairs took place and the Provincial Exhibition of Manitoba became an entity. On July 11, 1970, the Brandon Winter Fair was granted Patronage by a visit from her Majesty Queen Elizabeth II and became the Royal Manitoba Winter Fair. Manitoba Ag-Ex the youngest of the three productions, made its first appearance in 1974. Today, Manitoba Ag-Ex is Manitoba's largest all breeds cattle show and sales.

The Provincial Exhibition of Manitoba continues to play a pivotal role in showcasing the importance of the agricultural industry in our region as well as making a significant contribution to the economy. According to a 2014 study, the events produced by the Provincial Exhibition of Manitoba contribute approximately \$15 million in economic impact and \$3 million in local spending annually to the city of Brandon.

The Provincial Exhibition of Manitoba is governed by a Board of Directors and the day-to-day operations are administered through a General Manager and 7 staff. During each fair additional part-time staff and hundreds of volunteers work together to produce each event.



# Building Community

A dedicated volunteer board of directors comprised of 39 community residents including community leaders and professionals govern the Provincial Exhibition. Their mission is to showcase agriculture by linking urban and rural through education and awareness while providing entertainment, community pride and economic benefits.

## Partnership Highlights

- Collaborate with local schools, Manitoba Agriculture Food and Rural Development and Ag in the Classroom bi-annually to host educational events teaching kids about agriculture and farming.
- Collaborate with the Keystone Centre to produced horse schooling shows and other agricultural focused events such as the Canadian National Arabian Show and Super Run.
- Partner with Manitoba Theatre Centre productions
- Support food banks across southwestern Manitoba through food collections at our events as well as work with sponsors to provide close to 1500 lbs. of pork to food banks across southwestern Manitoba
- Provide an annual scholarship opportunity with Assiniboine Community College
- Provide an annual scholarships opportunity with Brandon University
- Maintain a partnership with the Keystone Centre, City of Brandon and Province of Manitoba

## Economic Impact

- Total economic impact (non-local spending) at the RMWF estimated at \$10.7M\*
- Total economic impact (non-local spending) at the MSF estimated at \$2.1M \*
- RMWF & MSF combined estimated local spending of \$4.9M
- RMWF & MSF combined cost of operations is \$2.1M
- RMWF & MSF combined tax generation is \$2.6M

## The Provincial Exhibition plays an integral role in the success of the Keystone Centre

- We contributed the land that the Keystone Centre currently resides on
- We contributed over \$2.6 million over the last 10 yrs in rental fees to the Keystone Centre
- Over the years, we have invested over \$1.4 million in capital funds for improvements to the Keystone Centre property including the restoration of the Dominion Fairs Display Building II (Dome Building)



The Provincial Exhibition has been dedicated to restoring the original glory of the Dome building as part of Brandon's rich agricultural history. The Provincial Exhibition aims to create a facility that will offer a future of agriculture education and a legacy for the City of Brandon to attract new events and attractions to Brandon and the Keystone Centre.

# Who attends our events

## Royal Manitoba Winter Fair \*

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### Who They Are

- 36% 0 - 19 yrs of age
- 24% 20 - 39 yrs of age
- 22% 40 - 59 yrs of age
- 18% 60 + yrs of age
- 23% 50 - 79K annual income
- 22% 100 - 199K annual income
- 33% couples with children living at home
- 25% couples with grown children

### Where They Live

Over 50% of attendants reside outside of Brandon

### How They Experience the Fair

- Estimate total spending by non-locals is \$7.2M
- Estimated spending by locals is \$2M
- 78% of attendants spent 4+ hours at the fair

## Manitoba Summer Fair \*

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### Who They Are

- 47% 0 - 19 yrs of age
- 34% 20 - 39 yrs of age
- 19% 40 - 59 yrs of age
- 27% 50 - 79K annual income
- 39% couples with children living at home

### Where They Live

Over 70% of attendants are local

### How They Experience the Fair

- Estimate total spending by non-locals is \$1.5M
- Estimated spending by locals is \$2.9M
- 42% of attendants spent 6+ hours at the fair

## Manitoba Ag Ex home of the Manitoba Finals Rodeo

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### Who They Are

- Over 150 exhibitors with 600+ head of cattle
- Rodeo competitors and Barrel racers from across the province
- Equine breeders and trainers
- Concentration on developing youth beef producers
- Focus on agricultural education through MooMania! grades 3-5 students and Amazing Range Land Adventure grade 10 students
- Prospect steers are eligible to return to a separate class at the Royal Manitoba Winter Fair
- Breed champions from Manitoba Ag Ex qualify to show at Canadian Western Agribition in Regina, SK

\* Statistics provided by 2014 Royal Manitoba Winter Fair and Manitoba Summer Fair Economic, Social and Educational Benefits study

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# Royal Manitoba Winter Fair



The annual Royal Manitoba Winter Fair is one of Western Canada's largest agricultural events and the largest event held in Brandon, Manitoba.

It is one of only two fairs in Canada to receive Royal patronage from Queen Elizabeth II (in 1970).

At the Royal Manitoba Winter Fair you can expect to see world class show jumping and heavy horse competitions, livestock sales and displays, a quality hands-on agricultural awareness program including Thru the Farm Gate, exceptional live entertainers, over 300 commercial and agricultural exhibits and much more.

## Highlights

*Average annual visits approximately 100,000 \**

*Total Economic impact of the fair estimated at \$10.7 \**

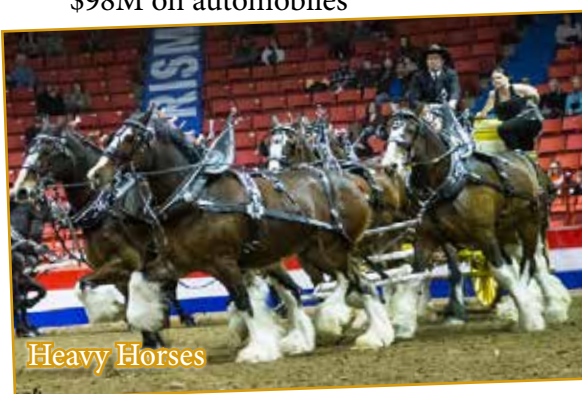
- Impact derived from non-local attendees, exhibitors and event operations
- Estimate includes direct, indirect and induced impact

*Fair drives regional tourism \**

- 50% of attendees reside outside of Brandon area
- Approximately \$1.5M spent on merchandise purchased outside of the fair

*Fairgoers' annual buying power considerable \**

- Attendees spend approximately \$119M on farm equipment and supplies per year
- Other estimates: \$99M on home improvements, \$98M on automobiles



\* Statistics provided by 2014 Royal Manitoba Winter Fair Economic, Social and Educational Benefits study.

# Manitoba Summer Fair



The Manitoba Summer Fair is an annual traditional for many residents of Brandon and the surrounding area. Taking over the entire Keystone Centre grounds and selected areas within the facility, the fair expands over 5 days and is filled with entertainment, amusements rides and delicious fair food.

Favourites each year include the Demo Derby, Photography Contest, Chrome in the Trees, Aboriginal Showcase: Spirit of all Nations and much more.

## Highlights

*Average annual visits are approximately 100,000 \**

*Total Economic impact of the fair estimated at \$2.1M \**

- Impact derived by non-local spending and operational expenditures
- Estimate considers direct, indirect and induced impact

*Fair drives regional tourism \**

- 18,800 fairgoers visited from outside of Brandon area
- Majority would return for vacation, based on positive experience

*Cultural Tradition, community association extremely strong at fairs \**

- Vast majority believe fairs are important cultural traditions and gathering places



Doodles the Clown



Midway Rides



Demo Derby



Aboriginal Showcase



Little Ray's Reptiles

\* Statistics provided by 2014 Manitoba Summer Fair Economic, Social and Educational Benefits study by Enigma Research

# Manitoba Ag Ex



Manitoba Ag Ex is Manitoba's largest all breeds cattle show and sale and the new home of the Manitoba Finals Rodeo.

Manitoba Ag Ex has expanded to a 4 day event for 2016 and teamed up with Manitoba Super-horse 50/50 Sale & Futurity, NAERIC Barrels of Cash Prospect Sale, Hagan Performance & Ranch Horse Sale and the Team Sorters Fall Classic Ranch Sorting.

Manitoba's cattle producers recognize Manitoba Ag Ex as an important showcase and marketing platform for their herds, as well as a stepping stone to proceed on to Agribition in Regina and the Royal Manitoba Winter Fair.

## Highlights

- Over 150 participating farms
- Industry specific targets
- Strong emphasis on encouraging youth beef producers
- Manitoba Finals Rodeo
- Rodeo & Barrel racers from across the province
- Equine breeders & trainers



[www.provincialexhibition.com](http://www.provincialexhibition.com)



# Presidents Dinner



The President's Dinner is one of Brandon's most prestigious and best-attended formal evenings, developed in support of agriculture awareness.

This annual gala evening is an excellent opportunity for western Manitoba's business and agriculture community to socialize and network with prospective clients, customers and friends.

Proceeds from the President's Dinner are used to support the agricultural education activities of the Provincial Exhibition. This revenue is essential in enabling the Provincial Exhibition to continue with its ongoing commitment to Agriculture Education.

Each year the President's Dinner is produced as a "Tribute to Agriculture" as it features "made in Manitoba" cuisine. An annual highlight of the evening is the presentation of awards to the recipients of the Provincial Exhibition scholarships in agriculture at Brandon University and Assiniboine Community College.

## Highlights

- Annual attendance of approximately 450 people
- Opportunity to network with several local business owners
- Engaging entertainment
- Silent & Live Auctions



# Sponsorship Benefits

Your involvement is key to the success of our events and our goal is to meet your marketing goals and maximize your investment.

We will work with you to ensure that your involvement is in keeping with your company brand and together we will tailor an agreement that meets your specific communication and community support goals.

## Examples of Grand Champion Level

### \$25,000 - \$50,000

#### Marketing Benefits

- Signage displayed during the sponsored event
- Event admission
- Company logo will be featured on video presentation as available
- Prominent presence throughout the event marketing campaign including multi-media and social media
- Company sponsorship/relationship/support will be a suggested topic for media coverage when feasible and appropriate
- Logo recognition as a major sponsor on the Provincial Exhibition event web site with a link to your company Web Site
- Company may have the opportunity for a company representative to present awards at the event
- Invitations to attend VIP receptions at the sponsored event



#### RMWF Exclusive Benefits

- Opportunity to provide a 30 second promotional video and static ad to be shared on the event Jumbotron in the Main Arena
- Opportunity for a company representative to present awards in the main arena.
- Invitations for up to eight (8) guests to attend the Royal Manitoba Winter Fair sponsor's VIP reception on the Friday preceding the fair
- Invitations for up to thirty (30) guests to attend the semi-formal banquet\* held in the Keystone Centre (night to be confirmed) & sponsor will have opportunity for a company representative to sit at the head table and address the banquet. The banquet\* includes gate passes, cocktails, supper and VIP seating in Westman Place (Main Arena).
- Opportunity for 2 VIP Guests to enter the arena for the evening show in a horse drawn carriage and to sit in the elevated "President's Box"
- The sponsor will be entitled to purchase up to one hundred (100) additional daily passes at a discount of 40% to be used for company in-house promotion.
- Sponsor will receive six (6) VIP Parking passes



*\*This document is for information purposes only. Specific sponsorships for each event will be mutually agreed upon between you and our Sponsorship Coordinator.*

# Sponsorship Benefits

## Examples of Champion Level \$10,000 - \$25,000

### Marketing Benefits

- Signage displayed during the sponsored event
- Event admission for you and your employees
- Company logo will be featured on video presentation as available
- Prominent presence throughout the event marketing campaign including multi-media and social media
- Company sponsorship/relationship/support will be a suggested topic for media coverage when feasible and appropriate
- Logo recognition as a major sponsor on the Provincial Exhibition event web site with a link to your company Web Site
- Company may have the opportunity for a company representative to present awards at the event
- Invitations to attend VIP receptions at the sponsored event

### RMWF exclusive benefits

- Invitation for six (6) guests to attend a Sponsor VIP Kickoff Reception on the Friday preceding the RMWF
- Invitations for eight (8) guests to attend a VIP cocktail reception and Banquet
- Opportunity for a representatives to sit at the Head Table at the VIP Banquet and bring greetings to the guests
- Opportunity for 2 VIP Guests to enter the arena for the evening show in a horse drawn carriage and to sit in the elevated "President's Box"
- VIP seating in the Main Arena for the rest of your guests
- Opportunity to present awards ringside
- Twenty (20) additional one-day gate admission passes to the RMWF



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# Sponsorship Benefits

## Examples of Blue Level Sponsorship \$5,000 - \$10,000

### Marketing Benefits

- Signage displayed in a specific area during the sponsored event
- Event admission
- Company listed on video presentation as available
- Company sponsorship/relationship/support will be a suggested topic for media coverage when feasible and appropriate
- Company logo and link featured as a sponsor on the Provincial Exhibition event web site



### RMWF exclusive benefits

- Invitation for six (6) to attend the Royal Manitoba Winter Fair Sponsor Kick-off on Friday preceding the fair
- Invitation for six (6) to attend a VIP Reception and banquet followed by VIP seating in the Main Arena on a night to be determined (includes admission)
- Ten (10) one-day gate admission passes to be used at the discretion of the sponsor
- Photos of your sponsored area and letter of appreciation following the Royal for your valued support of agriculture, agriculture awareness, education and the Provincial Exhibition of Manitoba
- Recognition of sponsorship to be included in any promotional material developed for the specifically sponsored area of the RMWF

## Examples of Red Level Sponsorship \$1,000 - \$5,000

### Marketing Benefits

- Signage displayed in a specific area during the sponsored event
- Event admission
- Company listed on video presentation as available

### RMWF exclusive benefits

- Logo recognition on the Jumbotron in the main arena intermittently for all 6 days of the fair
- Invitation for four guests to attend the sponsor kick off reception on Friday prior to the start of the fair
- Opportunity to present awards at your sponsored class



## Example of White Level \$500 - \$1000

### Marketing Benefits

- Signage displayed in a specific area during the sponsored event
- Event admission
- Company listed on video presentation as available
- Company listed as a sponsor on the Provincial Exhibition event web site

### RMWF Exclusive benefit

- Invitation for two (2) guests to attend the sponsors' kick off reception Friday prior to the start of the fair



\*This document is for information purposes only. Specific sponsorships for each event will be mutually agreed upon between you and our Sponsorship Coordinator.

# Sponsorship Results

“Mazergroup and New Holland are proud to be the Official Equipment Sponsor of the Provincial Exhibition of Manitoba. We are not only proud to showcase our equipment but we are proud to support our community.”

*Candace Bowles, Manager, Advertising & Promotions  
Mazergroup Corporate*



“Andrew Agencies is a proud supporter of the Provincial Exhibition and all of the events they produce. Sponsorship of the Royal Manitoba Winter Fair & Manitoba Summer Fair puts our company in front of over 100,000 people in one week, and enables us to display our commitment to Western Manitoba.”

*Chris Kennedy, VP Andrew Agencies*



“Sponsoring the Royal Manitoba Winter Fair has been a great opportunity for BDO to support the Brandon community. BDO has had a relationship with the RMWF for over 10 years, and we’ve seen this partnership continue to grow in value year after year. With ample logo and ad recognition before, during, and after the event in a variety of mediums as well as invitations and tickets to various RMWF events, the RMWF management team has ensured our sponsorship is worth the investment, many times over! We look forward to working with them year after year.”

*Bob Lawrence, CA CBV  
Office Managing Partner - Southern Manitoba BDO Canada LLP*

“Supporting the annual fairs hosted by the Provincial Exhibition of Manitoba is one of the ways that Sunrise Credit Union helps to make our urban and rural communities better, stronger and more vibrant. The marketing opportunities that come with these events allow us to support the interests of the people and communities we serve.”

*Terri Roulette McCartney, Marketing Manager  
Sunrise Credit Union*



# Sponsorship Timelines

## **Royal Manitoba Winter Fair**

### *April – June*

- Previous Winter Fair wrap up (if applicable to your company) for you to provide feedback on what was done well and what could be improved for the following year.
- Approach new sponsors and establish a vision for the next fair

### *July – December*

- Meet to renew your agreement and ensure your sponsorship continues to meet your targets

### *January – February*

- Final preparations and meetings between the Provincial Exhibition and your company to determine entertainment, attractions, etc specific to your sponsorship level and involvement in our Marketing campaign
- Submission of your list of VIP attendees (if applicable to your sponsorship level)

### *Last week of March*

- Sit back, enjoy the Royal Manitoba Winter Fair and see the benefits of your sponsorship

## **Manitoba Summer Fair**

### *June*

- Follow up with sponsors and a chance for you to provide feedback on what was done well and what could be improved for next year.
- Approach new sponsors and establish a vision for the next fair

### *July – March*

- Meet to renew your agreement and ensure your sponsorship continues to meet your targets

### *April – May*

- Final preparations and contact between the Provincial Exhibition and your company to determine entertainment, attractions, etc specific to your sponsorship level and involvement in our Marketing campaign

### *Second week of June*

- Sit back, enjoy the Manitoba Summer Fair and see the benefits of your sponsorship

## **President's Dinner**

### *September – December*

- Follow up with sponsors and a chance for you to provide feedback on what was done well and what could be improved for next year.
- Approach new sponsors and establish a vision for the next dinner

### *December 2015 - January*

- Final preparations and contact between the Provincial Exhibition and your company to determine involvement in our Marketing campaign
- Invitations mailed to businesses to purchase tickets (sponsor is recognized on this mail out)

### *Last Thursday in February*

- Attend the President's Dinner at the Victoria Inn and see the benefits of your sponsorship

## **Manitoba AgEx home of the Manitoba Rodeo Finals**

### *June – September*

- Follow up with sponsors and a chance for you to provide feedback on what was done well and what could be improved for next year.
- Approach new sponsors and establish a vision for the next fair

### *Last week of October*

- Attend the Manitoba Ag-Ex and see the benefits of your sponsorship