



September 8 - 10, 2023

Box 1024
Beausejour, MB
R0E 0C0

Dear Past and Future Sponsors,

Planning is well underway for this year's Double B Agricultural Festival to be held at the Co-op CPTC Grounds in Beausejour. The dates are September 8 – 10, 2023.

The 2022 Double B Agricultural Festival was an extremely popular event in the community. The planning committee recognizes that the Festival owes its success to the support of generous sponsors and countless volunteers who devote their time and energy to its organization.

In addition to showcasing rural life, the Festival provides a platform for local businesses and organizations to promote their products and services. Every year the Festival is getting bigger and better and the to-do list is ever growing, along with our need for financial support.

As a local business, we invite you to be a sponsor of the Double B Agricultural Festival and be part of the tradition! Several sponsorship levels are outlined in this package to meet your advertising and promotional needs. We can also customize a sponsorship for your business, if the ones outlined in the descriptions do not meet your needs.

By sponsoring our event, you have the opportunity to:

- showcase your community support by acknowledging the importance of bringing people together to build strong ties to the community,
- promote your business/organization, locally and throughout the province, through marketing and advertising opportunities,
- meet and greet customers one-on-one at the Festival,
- sell your commodities over the three days, and
- support volunteerism in the community.

Inflation and other factors continue to impact the cost of hosting a community inspired event. To this end, we invite businesses to consider becoming a first-time sponsor or for our long term sponsors to increase their sponsorship.

Should in-kind support such as merchandise, consumables, coupons, etc. or volunteering your time either on the organizing committee or as a volunteer during the Festival weekend are more of a fit for you this year, please speak with your Committee representative or contact us as outlined below.



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The Double B Agricultural Festival features:

- Canadian Cowboys Association rodeo
- Manitoba High School Rodeo events
- Community parade
- Fireworks display
- Barn dance with live entertainment
- Select Shows Midway
- Children's entertainment...and so much more!

We hope that this family-friendly event will continue to have a positive impact on our local community for years to come! We look forward to your support to help make this happen.

Please note: due to publication deadlines for the printed materials, all ads and logos must be submitted by Friday, July 14, 2023.

If you have any questions about the sponsorship opportunities or would like to learn more about how you can be part of the Double B Agricultural Festival, please contact either of us.

Sincerely,

Jennifer Esau
Sponsorship Coordinator

Trevor Proutt
Double B Agricultural Festival Chairperson

Contact Information:

Email: doubleb.agfestival@gmail.com

Phone: 204-268-5535

Mailing Address: Box 1024, Beausejour, MB R0E 0C0



September 8 - 10, 2023

Sponsorship Levels

PLATINUM ★★★★★	\$1,000 or more
<ul style="list-style-type: none"> - Full page ad (8.5' x 11') in the Rodeo Program (800 programs printed) - Your business name or ad: <ul style="list-style-type: none"> o will be promoted during the Rodeo events over the PA system o will appear on all newspaper ads, posters, radio ads or any other advertisement promoting the Double B Agricultural Festival - Prime spot to set up a display on the Rodeo grounds - Banner display in Rodeo arena <ul style="list-style-type: none"> o Sponsor to supply banner - 2' x 7' banner preferred - 10 VIP weekend passes - Your sponsorship can be attached to an event of choice – options below 	

GOLD ★★★	\$500 - \$999
<ul style="list-style-type: none"> - Half page ad (8.5' x 5.5') in the Rodeo Program (800 programs printed) - Your business name or ad: <ul style="list-style-type: none"> o will be promoted during the Rodeo events over the PA system o will appear on all newspaper ads, posters, radio ads or any other advertisement promoting the Double B Agricultural Festival - Spot to set up a display on the Rodeo grounds - Banner display in Rodeo arena <ul style="list-style-type: none"> o Sponsor to supply banner - 2' x 7' banner preferred - 8 - One day passes - Your sponsorship can be attached to an event of choice – options below 	

Choice Event Options: (subject to final program confirmation)

Main Rodeo Event:

- | | | | |
|------------------|----------------------|------------------|-----------------------|
| -Bull Riding | -Saddle Bronc Riding | -Bareback Riding | -Steer Wrestling |
| -Tie Down Roping | -Team Roping | -Ladies Barrels | -Junior Girls Barrels |

Other Weekend Events:

- | | | | |
|--------------------------|--------------|--------------------|----------------------|
| Children's Entertainment | -Petting Zoo | -Pancake Breakfast | -Farrier Competition |
| Community Parade | -Barn Dance | -Chainsaw Carving | -Hitch Team Demo |

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SILVER ★★	\$250 - \$499
<ul style="list-style-type: none"> - Quarter page ad (4' x 5.5') in the Rodeo Program (800 programs printed) - Your business name or ad will be promoted during the Rodeo events over the PA system - Spot to set up a display on the Rodeo grounds - Banner display in Rodeo arena <ul style="list-style-type: none"> o Sponsor to supply banner - 2' x 7' banner preferred - 4 - One day passes 	

BRONZE ★	\$150 - \$249
<ul style="list-style-type: none"> - Business card ad (3.5' x 2') in the Rodeo Program (800 programs printed) - Your business name or ad will be promoted during the Rodeo events over the PA system - Banner display in Rodeo arena <ul style="list-style-type: none"> o Sponsor to supply banner - 2' x 7' banner preferred - 2 - One day passes 	

To confirm your sponsorship, please complete and return the attached Sponsorship Form either through your Committee representative, by email or by mail. **All ads must be submitted by Friday, July 14, 2023 to be included in the printed program.**

Email: doubleb.agfestival@gmail.com

Mailing Address: Box 1024, Beausejour, MB R0E 0C0

For any sponsorship questions or any information regarding the Double B Agricultural Festival, please contact us by email or phone at 204-268-5535. Thank you for your consideration of this request.

Sincerely,

Jennifer Esau
Sponsorship Coordinator

Trevor Proutt
Double B Agricultural Festival Chairperson

Email: doubleb.agfestival@gmail.com

Mailing Address: Box 1024, Beausejour, MB R0E 0C0



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Sponsorship Form

Organization: _____ **Contact Person:** _____

Mailing Address: _____ Street Address: _____

Town/City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Sponsorship Level:

Platinum

Gold

Silver

Bronze

Ad Details:

Size: Full page Half page Quarter Business card

Type: Same Ad as 2022 New Ad will be provided As per Copy below

Special Instructions/Copy:

Payment: Invoice us Cheque Enclosed Cash Enclosed In kind

Committee Use Only:

Invoice Number:	Pass Numbers:
Notes:	