



ROYAL ALPACA SHOW

- 2023 -

2023 Royal Alpaca Show

November 12, 2023

Calling All Sponsors!

Join Alpaca Ontario this November as we join The Royal Agricultural Winter Fair to celebrate the best in local food, agricultural and equestrian competitions from across the country.

For over 20 years, Alpaca Ontario's mission has been to represent the collective interests of its members, promote awareness of the alpaca industry within Canada and abroad, develop the fibre value chain, offer education for its members and advocate for the highest quality alpaca husbandry and breeding practices.

As a volunteer-run organization, the majority of Alpaca Ontario's operating budget (which includes education and outreach to the membership), comes from revenue derived from both annual AO memberships (both new and renewal), as well as any funds generated through sponsorship of our Annual Alpaca Show.

The support of our sponsors enables us to continue to grow and generate the funds required for the development and delivery of programs, other activities and services provided by Alpaca Ontario, as well as allowing us to build a stronger, more vibrant, alpaca community in Canada.

Why Be a Sponsor?

Sponsorship provides you with a unique opportunity to connect with your community, build brand awareness and show your company's support of local agriculture, agricultural education, heritage, and community. Our participation in the Royal Winter Agricultural Fair will

provide your firm with national exposure at a venue where hundreds of thousands of attendees come to learn, compete, shop, and have a great time with friends and family.

We can help you:

- **Enhance your brand** with increased visibility, recognition, and loyalty
- **Generate sales leads** through access to new and existing customers
- **Create engagement** with a targeted farm audience at a National Level
- **Collaborate through partnerships** with agricultural professional attending the Show

We have several sponsorship levels to choose from, each with a select range of benefits, and opportunities to fit any budget.

If interested, please visit Alpaca Ontario and review more detailed information on the Sponsorship Opportunities available, a Sponsorship Application Form, and all other supporting information about our Royal Alpaca Show in November this year.

Thank you if you were able to provide support in the past, and we hope you can continue your sponsorship in 2023. For all new sponsors, we look forward to working with you in 2023.

Catherine Musselman
Sponsorship Team, Alpaca Ontario

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ROYAL ALPACA SHOW 2023 SPONSORSHIP OPPORTUNITIES

HERD LEADER

\$3,000

- Listed as sponsor in competition book, catalogues, and results section of RAWF and the AO website. Option to include full page advertisement in RAWF show catalogue (Details provided by sponsor)
- Social Media Presence – AO & RAWF tagging on Instagram and Facebook
- Announcement of sponsorship during the show (Sponsor to provide AO with script to read during the show)
- AO dedicated Show Website with year-long logo and sponsorship recognition
- Logo on all ribbons for the class (1st to 4th)
- Signage (Banner) at Ring Level (Ring Board) (Details provided by sponsor)
- Sponsor invited to present awards (Colour Champion/Reserve Champion)
- Six Free Tickets to the Show

CAMELID CREW

\$2,000

- Listed as sponsor in competition book, catalogue, and results section of both RAWF and the AO website. Option to include full page advertisement in RAWF show catalogue (Details provided by sponsor)
- Social Media Presence – AO & RAWF tagging on Instagram and Facebook
- Announcement of sponsorship during the show (Sponsor to provide AO with script to read during the show)
- Logo on 1st and 2nd Place Ribbons for the class
- Signage (Banner) at Ring Level (Ring Board) (Details provided by sponsor)
- Four Free Tickets to the Show

CRIA FAN

\$1,000

- Listed as class sponsor in competition book and RAWF show catalogue (Details provided by sponsor)
- Announcement of sponsorship during the applicable class
- Logo on 1st Place Ribbon for Class
- Two Free Tickets to the Show

BANNER SPONSOR

\$500

- Sponsor name / logo listed in competition book and catalogue and results section of RAWF and AO website (Details provided by sponsor)
- Name on banner, 15 x 22 m (details provided by sponsor and RAWF to create and hang)

SMALL FARM SPONSORSHIP

\$250

- Sponsor name / logo on Board at Ring Level (Details provided by sponsor)
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