



sponsorship package

NATIONAL BLACK AND WHITE HOLSTEIN SHOW



HOLSTEIN CANADA, BOX 610, BRANTFORD, ONTARIO CANADA N3T 5R4
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WWW.HOLSTEIN.CA EMAIL: LNESS@HOLSTEIN.CA

become a sponsor

EXPOSURE AT ONE OF THE BEST DAIRY SHOWS IN THE WORLD!

Considered one of the best dairy shows in the world, the National Black and White Holstein Show at the Royal Agricultural Winter Fair, which takes place every November, is a display of the best genetics from Canada and around the world.

Close to 400 of North America's best are paraded in the Ricoh Coliseum, in front of a crowd of both domestic and international visitors. In 2011, approximately 5,500 people attended the Holstein show in Toronto; 550 of these people were international visitors from 48 countries. In addition to the outstanding attendance in person, there were thousands of more people viewing the show online. On the right-hand side, you can see the statistics for online viewership for the 2011 National Black and White Holstein Show. The additional online exposure for the show benefits the sponsors too, as they now have more exposure worldwide.

Benefits to becoming a sponsor

- ➔ Sponsors are recognized during the day of the National Black and White Holstein show through:
 - o Announcements during classes
 - o Names posted on the electronic sign board
 - o Picture is taken with Class/Banner/Major award winners
- ➔ Sponsors receive recognition in Holstein Canada's Info Holstein
- ➔ Sponsors names are printed in the Royal Agricultural Winter Fair Competition book, and mailed out to 2,400 people
- ➔ All sponsors are recognized on Class/Banners/Major awards as their name is engraved and/or printed directly on award
- ➔ Recognition on Holstein Canada's website for the National Black and White Holstein show result

gain international exposure!

Statistics on the 2011 National Black & White Holstein Show through DairyShowsOnline.com

Total Viewership of Show Results On and After Show Day:

13,635	total visits
5,585	unique visitors
125,947	pageviews
61	countries viewed
1,463	people on mobile devices
23.43%	new visitors up from 2010 show coverage

Total Viewership of Live Video Feed on Show Day:

1,501	unique visitors
2,337	peak views
1,554.2	viewer hours

* Statistics provided by Holstein World



online coverage of the show

Online coverage of the National Black and White Holstein Show is provided on the following websites:

- DairyShowsOnline.com
(Holstein World)
<http://dairyshowsonline.com/>
- Royal Agricultural Winter Fair
<http://royalfair.org/>
- Holstein Canada
www.holstein.ca
- Holstein Journal
www.holsteinjournal.com



interested in becoming a sponsor?!

If you are interested in becoming a sponsor at the National Black and White Holstein Show, please fill out and return the form on page 4 to indicate your interest. While we cannot guarantee there will always be new sponsorship opportunities each year, we will certainly keep your information on file when a sponsorship opportunity arises.

sponsorship commitment

NEW PROCESS INTRODUCED

A new standardized sponsorship process was recently introduced for the National Black and White Holstein Show, which allows for sponsors to pay the allotted amount (depending on their level of sponsorship) upfront so all the same awards can be purchased, engraved, and brought to the show in November by Holstein Canada staff.

Sponsors of the National Black and White Holstein Show are asked to commit to a three-year period, with the understanding that they can continue to sponsor as long as they wish.

Class award sponsors will continue to be rotated annually to allow for them to sponsor a new class each year. As it has remained in the past, banner sponsors and major sponsors will remain the same each year until otherwise notified.

levels of sponsorship

CLASS SPONSORS

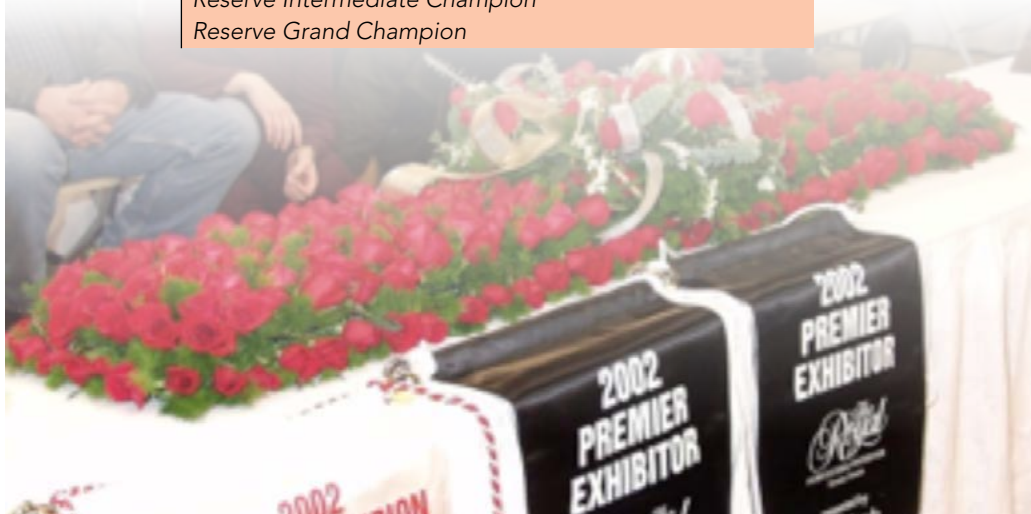
\$200	Sponsor 1 of 16 classes presented during the National Black and White Holstein Show <i>Junior Calf Winner through to Longtime Production Class Winner</i>
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BANNER SPONSORS

\$200	Sponsor 1 of 6 banners during the National Black and White Holstein Show. <i>Junior Premier Breeder & Exhibitor Junior Breeder's Herd Overall Premier Breeder & Exhibitor Senior Breeder's Herd</i>
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MAJOR SPONSORS

\$250 (Excluding Grand Champion Award)	Sponsor 1 of 5 major awards presented during the National Black and White Holstein Show <i>Junior Champion Reserve Junior Champion Intermediate Champion Reserve Intermediate Champion Reserve Grand Champion</i>
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National Black and White Holstein Show Sponsorship Form

I am interested in becoming a sponsor for the National Black and White Holstein Show

Prefix: _____

Contact Name: _____

Address: _____

Phone Number: _____

Email Address: _____

Preferable Method of Contact: _____

Phone

Email

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METHOD OF PAYMENT:

Payment will due every September.

Charge Holstein Canada Account

Enclosed Cheque

VISA/Mastercard

.....

INTERESTED IN SPONSORSHIP LEVEL:

Class Sponsor

Banner Sponsor

Major Sponsor

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I agree to commit to a minimum three-year term of sponsorship at the National Black and White Holstein Show, with the understanding that I can continue to sponsor as long as I wish. I understand that awards will be selected, purchased, and brought to the show by Holstein Canada. I agree that an annual one-time fee will be paid for by me by my preferable method of payment, as indicated above.

Signature: _____

Date: _____

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IF INTERESTED IN SPONSORSHIP OPPORTUNITY, PLEASE FILL OUT FORM AND RETURN TO:

LINDA NESS, STRATEGIC COMMUNICATIONS MANAGER

BOX 610, BRANTFORD, ONTARIO CANADA N3T 5R4

PHONE | 519-756-8300 | 1-855-756-8300 EX. 233 FAX | 519-756-9982

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