



*Hamilton,  
Ontario*

## 2024 National Holstein Convention Partnership Opportunities



*Ancaster  
Fairgrounds*

# Welcome



**James Cranston**

Chair

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On behalf of the 2024 National Holstein Convention committee, we welcome you to "Experience the Escarpment" next April 24 to 27, 2024.

Our committee of volunteers – from dairy producers to association representatives to industry advisors – are excited to bring you the best of the best in Hamilton, Ontario, and it begins with you! Please find enclosed our Partnership Opportunities for your review.

We look forward to working with you and your business to help you build brand recognition and relationships with our enthusiastic 600+ Holstein Convention go'ers next year!

*James Cranston*

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# Our team



**Cole Verburg**

Promotions

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**Jason French**

Events

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**Lora Bender**

Sponsorship

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**Pam Charlton**

Holstein Ontario GM

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**Jacqueline Florent**

Farm Tours

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**Martina Arth**

Treasurer/Administration

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**Jenn Charlton**

Ontario Spring Show

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**Kristan Bennett**

Young Leaders

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**Janice Anderson**

Registration

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**Krysten Lammert**

Holstein Canada

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**Karen Condon**

Transportation

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# Convention at a glance



Annual General Meeting



Farm tours



Master Breeder Gala



Hamilton Art Gallery



Ontario Spring Show



Canadian Warplane  
Heritage Museum



# Event schedule



## 2024 NATIONAL HOLSTEIN CONVENTION

April 24 – 27, 2024 | Hamilton, Ontario

### SCHEDULE OF EVENTS

#### APRIL 24

Ontario Spring Discovery Show (Heifers)  
Ancaster Fairgrounds

#### APRIL 25

Ontario Spring Discovery Show (Cows)  
Moo'vers & Shakers Speaker Sessions  
Toss & Taste – The Ultimate Cornhole BBQ Bash  
Ancaster Fairgrounds

#### APRIL 26

Farm Tours  
Visit [events.holstein.ca](https://events.holstein.ca) to see the full list of  
farm tours in South Western Ontario  
Alternative Tour  
Locations of interest in Hamilton and Brant  
Canvas & Cocktails Soirée  
Hamilton Art Gallery

#### APRIL 27

Holstein Canada AGM  
Sheraton Hotel Hamilton  
Master Breeder Gala  
Canadian Warplane Heritage Museum

Registration opens January 15, 2024 | Book your hotel room today



STAY TUNED  
[events.holstein.ca](https://events.holstein.ca)

National Holstein Convention  
 [2024holsteinconvention@gmail.com](mailto:2024holsteinconvention@gmail.com)



# Partnership opportunities

## 2024 National Holstein Convention – HAMILTON, ON



### PARTNERSHIP OPPORTUNITIES

	ESCARPMENT	SOUTH WEST	STEEL TOWN	TIGER TOWN	THE HAMMER	WATERFALLS	*DESIGN YOUR OWN
VALUE	15,000 and over	10,000 - 15,000	7,500 - 10,000	5,000 - 7,500	2,500 - 5,000	2,500 and under	To be negotiated
Tickets to each event	4	4	2	2 (single event)	2 (single event)	1 (single event)	
Logo on the 2024 National Holstein Convention website	X	X	X	X	X	X	
Logo on advertising materials	X	X	X	X	X	X	
Logo included on convention banners	X	X	X	X	X	X	
Logo and promotion on Facebook page	X	X	X	X	X	X	
Provide materials for registration desk	X	X	X	X	X	X	
Space for banner or booth (location and space size tbc)	X	X	X	X	X		
Recognition/thank you throughout events	X	X	X	X			
1/4 page ad space in The Link magazine	X	X	X				
1/2 page ad space in The Link magazine	X	X					
Opportunity to include sponsor name	X						

### Unique items...

There are several unique opportunities available – if you're interested in a unique partnership opportunity, simply select the package level above you wish to sponsor and the item you are interested in sponsoring (see examples below – we are also open to ideas) and the committee will provide the additional cost depending on item/quantities:

- Shuttle bus
- Moo'vers & Shakers Speaker Session
- Toss & Taste – The Ultimate Cornhole BBQ Bash
  - Cornhole sets (6)
  - Souvenir cup
  - Drink ticket
- Canvas & Cocktails Soirée
  - Band sponsor
  - Live artist
  - Drink ticket
  - Youth art display
- Social media

# Thank you!

## Partnership contact info:

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**Email:** [lorabender@gmail.com](mailto:lorabender@gmail.com)



National Holstein Convention:  
Experience the Escarpment

