



PARTNER

Portfolio

Sponsorship Information

Each event or year-round investment affords both the sponsor and ORE to tailor a package that best serves the needs of activation and/or engagement. ORE will share the following information which may provide quantitative details to support levels of contribution or more precisely direct investment.

Guest Demographic

- According to ORE's audited government reports, the following information generalizes the level of annual activity in all facilities
 - 700+ days of activity; 10,500 volunteer hours; 44,000 visitors
- Primary participation is from rural and acreage families
- Most events are advertised and free for the public to attend
- Participation is local, regional, provincial, national and international
- 55% of visitors travelling in excess of 100km

Signature Program Highlights

- **Livestock Industry Competition and Training Events**
 - Spring Classic Steer & Heifer Show
 - Oldstoberfest Pro Rodeo
 - Olds Fall Classic Beef Show
- **Personal Skill Development**
 - Summer Synergy Youth Livestock Showcase
 - Featuring Annual Provincial 4-H Livestock Programs
 - Mountain View Special Riding: experience for all aged handicap riders (runs for 12 weeks)
 - Gymkhana
 - Alberta BMX Learn to Ride
 - 4-H Achievement Day & Regional Female Showcase
- **Community Celebrations**
 - Olds Beer Fest featuring Beer, Wine & Spirits
 - Summer Farmer's Market
 - Santa Claus Parade of Lights
 - Country Wonderland Market
- **ORE Levels of Recognition Include:**
 - ORE Website logo recognition including hotlinks to sponsor websites
 - Logo on Digital TV's located in signature buildings
 - Signage and logo at designated Signature Events
 - Ringside sandwich boards, show programs, banners, etc.
 - Sponsor bios, introductions and mentions
 - Complimentary tickets to select ticketed events
 - Thank you cards sharing event highlights and images
 - Annual Partner Recognition Evening



Signature Event Details

Spring Classic Jackpot Steer & Heifer Show

- April
- One day steer & heifer jackpot that is one of the largest of the year
- *Package may also include: booth space during event, prize presentations, official photo opportunity*



Olds Beer Fest featuring Beer, Wine & Spirits

- June
- Celebration of Alberta Craft Brewers, Distillers and Meaderies showcasing their locally grown and produced product in a sampling environment
- *Package may also include: VIP experience, direct interaction with brewmasters, elevated signage, etc.*



Farmer's Market

- June to September; Every Thursday from 3:30pm – 6:30pm



Summer Synergy

- July
- The largest youth Beef & Sheep livestock and scholarship program in Canada
- *Package may also include: special event naming, promotional booth space during event, prize presentations, official photo opportunity, VIP invitations to Evening of Excellence Gala, exhibitor program advertising, double website exposure summersynergy.ca & oldsregionalexhibition.com*



Oldstoberfest ~ produced by C5 Rodeo

- September
- Featuring Bavarian themed CPRA & PRCA sanctioned Rodeo; live concerts, Bier Gartens and a whole lot of fun
- *Package may also include: prize presentations, exhibitor program advertising, official photo opportunity*



Olds Fall Classic

- October
- Beef Cattle showcase which is one of the largest beef shows in Canada and partner in Alberta Supreme & Agribition Agribition Beef Supreme presented by CN
- *Package may also include: booth space during event, exhibitor program advertising, industry hosted hospitality evenings*



Gymkhana

- October – April
- “Learn to Compete” program targeting young equine enthusiasts 14 & Under
- *Package may also include: onsite interaction and volunteerism*



Country Wonderland Market

- November
- Annual community event celebrating the Country Wonderland market (2900 visitors in 2023),
- *Package may also include: direct community involvement and engagement with over 3500+ community families during this one day festive celebration*



Santa Claus Parade of Lights November

- November
- Annual community event celebrating local business and the spirit of the holiday season
- *Package may also include: float award recognition, judging*



Year Round Partners

- Official Partners Signage in signature buildings
- *Package includes:*
 - Official Media Partner: Cab-K Broadcasting
 - Official Rentals Supplier: All Choice Rentals
 - Official Service Groups: Kiwanis Club of Olds & Rotary Club of Olds
 - Official Accounting Partner: MNP

Partnership Investment

Presenting Sponsor **\$10,000 +**

- Select naming of Event/Venue Components
- Sponsorship recognition in ORE Annual Report to the Community
- Charity Tax receipt upon request

Title Sponsor **\$5,000**

- Primary Level Event Recognition
- Sponsorship recognition in ORE Annual Report to the Community
- Charity Tax receipt upon request

Co-Sponsor **\$2,500**

- Event/Contest Inclusion
- Sponsorship recognition in ORE Annual Report to the Community
- Charity Tax receipt upon request

Supporting Sponsor **\$1,000**

- Sponsorship recognition in ORE Annual Report to the Community
- Charity Tax receipt upon request

Friend Sponsor **\$500**

- Charity Tax receipt upon request

General Levels of Activation

- ORE Website logo recognition including hotlinks to sponsor website
- Logo on Digital TV's located in signature buildings
- Signage and logo at designated Signature Events
 - Ringside sandwich boards, show programs, banners, etc.
 - Sponsor bios, introductions and mentions
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Why invest in ORE...

- Your gain from this investment would be:
 - Dollars injected into annual programs which directly benefit youth & agriculture
 - Opportunity for potential employee recruitment
 - Direct interaction with rural demographic
- Why is this investment important to the development of rural programming?
 - Return on investment (ROI) is measured by direct investment in rural programming
 - Supporting existing rural training programs
 - Encouraging innovative project development for programming
- What benefits and opportunities exist for your organization?
 - Partnership with others in a dynamic program
 - Creation of legacy and signature awards
 - Investment recognition and signage throughout event
 - Networking with rural youth and their families



Year Round Partners



Alberta

Signature Event Partners

