



Box 6008
New Hamburg, ON
N3A 2K6
226-988-4797
www.newhamburgfallfair.ca

November 9, 2023

Dear Valued Community Member,

The Executive, along with the Board of Directors of the Wilmot Agricultural Society, are so thankful to have had yet another incredible fair in 2023 seeing over 10,000 people through the gates! We are excitedly planning for 2024 hoping this trend will continue. We have long claimed that our event is a crucial part of community life in Wilmot and our last few years have proved this with us seeing record setting attendance. Sunshine, full grandstands, grounds full of laughter - all these things and more have renewed our passion and dedication to plan and produce an amazing fall fair for our community.

As a business in our community, we trust you understand the importance of being a part of creating a fun, family event for the people of Wilmot Township and surrounding areas. In a time when requests for support are numerous, we are incredibly thankful for your consideration to support our non-profit, volunteer run organization.

In choosing to partner with us, the financial support you provide to the Wilmot Agricultural Society will be used to ensure the continuing quality and success of the New Hamburg Fall Fair which will be held this year on September 12th, 13th, 14th and 15th. Our theme for the 2024 Fair is "Fun for the Whole Herd". Your contribution not only allows us to offer our regular shows and displays, such as the horse shows, Ambassador program, 'The Barnyard' (a free play zone for younger families) and of course, demolition derbies on both Saturday and Sunday, but will also help us bring in new events and improvements to keep the New Hamburg Fall Fair fun and exciting. With your support, we are able to provide a Fall Fair program that will appeal to everyone in Wilmot Township and Waterloo Region. Given that we are one of the last true Agricultural Fairs left in this area, your financial support will help ensure that our organization is able to continue to provide the New Hamburg Fall Fair for many years to come.

Please review the following information to see the different sponsorship opportunities that are available to you and your organization.

If you have a company logo you would like added to our fair book please submit that no later than March 1st, 2024 to nhff.sponsorship@gmail.com Sponsorship responses can be made online [here](#) and payments can be sent via e-transfer (password NHFF2024) to info@newhamburgfallfair.ca if you prefer over sending a cheque.

If you have any questions about the Wilmot Agricultural Society or the New Hamburg Fall Fair, please contact Stephanie Szusz at 519-569-9859. We are always looking for feedback, ideas and volunteers!

Sincerely,

A handwritten signature in cursive script that reads "Stephanie Szusz".

Stephanie Szusz
President
Wilmot Agricultural Society

Sponsorship levels are designed for you to get as much recognition and support for your business as possible through your support of the Wilmot Agricultural Society. These levels apply to both cash and in-kind donations.

Please review the following levels and select which best suits your business.

Please complete the following donation form or visit [this online form](#) to complete it electronically.

The suggested return date for print and web advertising is March 1st, 2024.

Please e-mail any logos to nhff.sponsorship@gmail.com

Income tax receipts will be issued for all donations.

Sponsorship Levels	Platinum	Gold	Silver	Bronze	Supporter
Donation Amount	\$800+	\$600 - \$799	\$400-\$599	\$100 - \$399	Up to \$99
Free Fall Fair Passes	8	6	4	2	N/A
Ad/Logo in the Fair Book	½ Page	¼ Page	Business Card Size	If room is available	No
Display Booth at the Fair	Free, preferred location	Free	N/A	N/A	N/A
Opening Ceremonies Recognition by emcee	Yes	No	No	No	No
Name and sponsorship mention in any advertising and PR campaigns	Yes	No	No	No	No
Individualized social media post highlighting your business and sponsorship (Facebook, Twitter, Instagram)	Yes	Yes	No	No	No
Name on the sponsor list in the Fair Book	Yes	Yes	Yes	Yes	Yes
Name on Friends of the Fair Board on site	Yes	Yes	Yes	Yes	Yes
Recognition at AGM	Yes	Yes	Yes	Yes	Yes
Logo on Website	Yes	Yes	Yes	Yes	Yes

**We are always willing to customize a sponsorship package if there is something specific you would like included. Depending on the level of customization, the sponsorship package value may vary.*

****Please only complete this form if you did not complete the online form****

DONATION FORM

Company/Individual Name (for tax receipt purposes):

How Company/Individual Name should appear in public recognition:

Contact Person:

Address:

Telephone Number:

Email Address:

Donation Level (please check):

Platinum Level:

Gold Level:

Silver Level:

Bronze Level:

Supporter Level:

A cheque is enclosed for \$_____.

If your sponsorship is for a specific area of the fair, please note that here: _____

Please make your cheque payable to the **Wilmot Agricultural Society** and mail it along with the completed donation form. They can be mailed to Wilmot Ag Society, PO Box 6008, New Hamburg, ON N3A 2K6. New this year, funds can also be e-transferred to info@newhamburgfallfair.ca using the password NHFF2024

If your sponsorship level includes advertising in our Fair Prize List please send your completed advertisement or company logo to nhff.sponsorship@gmail.com **no later than March 1st, 2024**. If your logo is received after this date, we cannot guarantee that it will make the printed book.

For sponsorship levels that include fair passes, free booth spaces or AGM tickets we will be contacting you to coordinate these deliverables.