

# BROME FAIR 2006

A COUNTRY TRADITION



THE 150<sup>th</sup> EDITION OF  
THE BROME FAIR

A UNIQUE SPONSORSHIP  
OPPORTUNITY



## Brome Fair

Since 1856, the Brome County Agricultural Society (BCAS), nestled in the heart of Quebec's Eastern Townships, has organized Brome Fair.

Designed to further agricultural exploits in the region, and to educate the public about the agri-food industry, Brome Fair has become a must for the Labour Day long weekend.

Initially, Brome Fair was held in Knowlton, Quebec, a near-by Victorian-style village. But in 1890, the Directors of the BCAS bought 12½ acres in the village of Brome. In 1905, they increased their holdings to 18 acres.

Over the years, Brome Fair has expanded to nearly 26 acres, including a grandstand, arena, and cattle, sheep, horse and poultry barns, as well as other permanent buildings which house horticultural and handcrafted wares.

Today, with the help of nearly 150 local volunteers, the fair boasts attendance of close to 50,000. From as far away as Vermont to Montreal and Ottawa, visitors young and old share in the Brome Fair experience: the opportunity to return to the past while sharing the present rural experience with neighbours and urban visitors alike.

As many locals say, "See you at the Fair."

### Did you know that...

Brome Fair boasts the largest agricultural parade in Eastern Canada?

In 2006, Brome Fair is celebrating its 150<sup>th</sup> anniversary?

It takes 150 volunteers an entire year to organize Brome Fair? The team consists of a Board of 16 directors, including a whopping 30 committees, who all share a love of the Fair and their community.

2006 Brome Fair



[www.bromefair.com](http://www.bromefair.com)



## Dear Potential Sponsor:

Please accept the enclosed Sponsorship Proposal for your review.

The Brome County Agricultural Society (BCAS) is offering Corporate Canada and Canadian Industry a new and unique sponsorship opportunity for the 150<sup>th</sup> edition of the Brome Fair.

This time-honoured family fair celebrates all aspects of rural life, including livestock, farm produce and horticultural exhibits, educational demonstrations, commercial presentations and value-added agricultural product displays.

The BCAS is offering a very attractive joint venture with your organization to tie your marketing strategies to this event. In fact, Brome Fair represents a unique platform to market your brand image to close to 50,000 urban and rural visitors.

A key goal of the BCAS is to establish new relationships with future sponsors while continuing to cultivate and strengthen those which currently exist. To that end, we understand that the strength of any sponsorship relationship relies on fulfilling sponsors' expectations of the program. The personal touches and flexibility of our program will ensure that your message is delivered to the relevant lifestyle and market segment at the right time.

Thank you for this opportunity. I will call you in a few days to answer any questions you might have.

Sincerely,

Gaylon Davis,  
Manager, Brome Fair

Brome County Agricultural Society  
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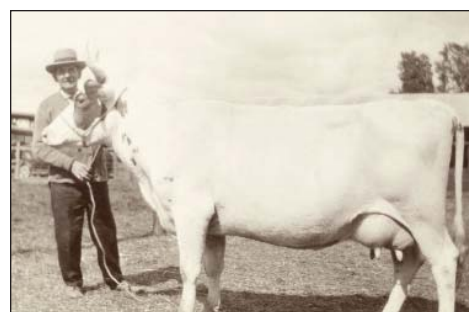
## Past Presidents, BCAS

1856 - George Boright  
1857 - Asa Frary  
1858 - Levi A. Perkins  
1859 - Ezra G. Ball  
1860 - Stephen Pettes  
1861 - Eli W. Hall  
1890 - H.G. Hall  
1911 - A. Harvey  
1912 - S. Courtney  
1913 - W. Safford  
1914 - Alex Burnet  
1915 - J.M. Bryant  
1916 - S. Courtney  
1917 - F.A. Jewett  
1918 - Frank Strange  
1919 - A.T. Woodley  
1920 - F.E. Ray  
1921 - Mark Tibbits  
1923 - A.C. Carter  
1924 - S.W. Courtney  
1925 - P.W. Taber  
1926 - A.T. Woodley  
1927-29 - Dan Green  
1930 - George Cameron  
1931-34 - J.J. Crawford  
1935 - A.C. Carter  
1936 - P.W. Taber  
1937 - Charles McClay  
1938 - Fred Perkins  
1939 - S.C. Powers  
1940 - W.D. Soles  
1941 - George Mizener  
1942 - Errol Marsh  
1943 - P.W. Taber  
1944 - E.S. Bradley  
1945 - Homer Salisbury  
1946 - H.C. Salisbury  
1955 - Geo B. Mizener  
1956 - L.C. Horner  
1957 - Lawrence Draper  
1958 - Geo. Salisbury  
1959 - Stanley Mount  
1960 - J.C. Blackwood



## BCAS Demographics

Commercial & Craft exhibitors: 175  
Competitive exhibitors: 600  
Performers & Bands: 100  
Volunteers: 150  
Board of Directors: 16  
Committees: 30  
Spectators: 50,000



## Did you know that...

Terri Clark, the 2004 Entertainer of the Year Award winner and Female Artist of the Year at the Canadian Country Music Awards, has graced the stage at Brome Fair?

Singer and songwriter Wayne Rostad, host of CBC's *On the Road Again*, has also drawn record crowds at Brome Fair?

With more than one million records sold, country music gentleman Paul Brandt, with that trademark voice, brought the crowd to its feet at Brome Fair?

Past performers in front of the Grandstand have included country music legends such as the Carleton Show Band, Kitty Wells and Tommy Hunter?

The Brome Fair's Grandstand holds nearly 2,100 spectators? During the Parade, the stand is filled to capacity with visitors lined up along the parade route.

Children can thrill and chill to their heart's content on the many rides available in the midway for free with the cost of admission?

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## Brome Fair Fan Favourites

While Brome Fair features many exciting and dynamic shows, some are clear fan favourites.

- ✓ The Roadster Mailman Competition, where Standard bred horses hitched to four-wheel buggies race against the clock to deliver the mail the old-fashioned way, always has the crowd cheering.
- ✓ For the young and young at heart, the Pony Costume Class, featuring kids (and often their ponies) in original and imaginative costumes, has fans cheering for their favourite.
- ✓ Harkening back to the old-style rodeo, the Open Barrel Race competition pits rider against rider and horse against horse in this classic timed event.
- ✓ For those who love the rumble of the wagon and the jingle of the harness, Brome Fair offers the Four-Horse Hitch, featuring Percheron, Clydesdale and Belgium Draft Horses.
- ✓ The Petting Zoo is a perennial favourite.



### Did you know that...

More than 450 head of cattle are shown at Brome Fair?

Wilbur Cook, a Holstein exhibitor, has shown cattle at Brome Fair for more than 35 years and has missed only one fair in his 83-year life to date?

During the four-day Brome Fair, dairy cattle produce 3,000 litres of milk?

1961 - Fred Shufelt  
 1962 - Léo Duquette  
 1963 - Earl Marsh  
 1964 - L.P. Knowlton  
 1965 - J.A. Jolley  
 1966 - Ben Lavin  
 1967 - Clyde Burbank  
 1968 - John Beerwort  
 1969 - Alan C. Webster  
 1970 - Rod Crandall  
 1971 - Jerry Jackson  
 1972 - George Rogerson  
 1973 - Wilson Frizzle  
 1974 - Leverett Jewett  
 1975 - Garth Hadlock  
 1976 - E. Vogel  
 1977 - M. Crittenden  
 1978 - Yvon Menard  
 1979 - L.C. Horner  
 1980 - Rod Crandall  
 1981 - Royce Dustin  
 1982 - Donald Soles  
 1983 - Garth Hadlock  
 1984 - Hugh Salisbury  
 1985 - Rod Crandall  
 1986 - Grant Payne  
 1987 - Larry Frizzle  
 1988 - Alain Lavigne  
 1989-90 - R.K. Douglas  
 1991 - Royce Dustin  
 1992 - Diana Frizzle  
 1993 - James Robinson  
 1994 - Alain Lavigne  
 1995 - Gaylon Davis  
 1996 - Hugh Salisbury  
 1997 - Lloyd Wright  
 1998 - Larry Frizzle  
 1999 - Donald Soles  
 2000 - Ernest Banks  
 2001 - Gaylon Davis  
 2002 - Richard Cadarette  
 2003 - Larry Frizzle  
 2004-05 - Karen Crandall  
 2006 - Ernest Banks

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## Brome Fair Sponsorship Benefits by Category

max # in category	Presenting Sponsor (1) \$10,000	Gold Sponsor (5) \$6,000	Silver Sponsor (5) \$4,000	Bronze Sponsor (10) \$2,000	Friends of BCAS \$500
Options	all	choose 10	choose 6	choose 4	
News releases/ Media relations	X	X	X	X	<b>MEDIA</b>
Advertising contests	X	X	X		
Industry exclusivity	X	X			<b>PROMOTION</b>
Title of “Presented by...”	X				
Logo on programs/pamphlets	X	X	X		
Logo on posters	X	X	X		
Logo on BCAS Web site	X	X	X	X	X
Prime banner display area	X	X			
Information booth	X	X			
Attend/participate in the Parade with public recognition	X				
Attend/watch the Parade with public recognition	X	X	X	X	X
Present ribbons immediately following the Parade with public recognition	X				
Fair entry pass (one day)	X (50)	X (40)	X (20)	X (10)	X (2)
Right of first refusal	X	X			
Post-event package	X	X	X		





## Brome Fair Sponsorship Benefits

### Print promotion

- Company logo or name will appear in all news releases, promotional material and advertising copy produced for the 150th edition of the Brome Fair, and will read "The 150th edition of Brome Fair, proudly presented by \_\_\_\_\_".

Company logo or name will also appear in/on:

- Posters (17x22): 600 are distributed across the Eastern Townships and into Vermont.
- Horse show programs: 4,000 printed and distributed.
- Event program: 14,000 printed and distributed.
- Exhibitor programs: 800 printed and distributed.
- Advertising copy: appears in French and English daily and weekly newspapers.
- Advertising Radio/TV: spots appear on both French and English local stations.

In all, more than 118,000 pieces of promotional material will be distributed for this event.

### Special promotion

- Five invitations to attend the Parade with one representative participating in the event.

Company logo or name will also appear in/on:

- Preferred seating during the Parade.
- Opportunity to present the ribbons for the first Horse Show class immediately following the Parade.
- Company logo with Presenting Sponsor status to appear on BCAS Web site, to remain for 11 months.
- Gain access to the local Eastern Townships market.

### On-site visibility

- Opportunity to meet VIPs, local and national politicians, participants and visitors to the Fair.
- Public vocal recognition as the sole Presenting Sponsor and introduction of one representative during the Parade and while presenting ribbons.

### Post-season privileges

- Right of first refusal for the following year.
- Logo or company name included in post-event acknowledgements.
- Publicity package will be presented upon completion of the event with highlighted coverage of your company. Photographs of your company's participation will also be included.

## Did you know that...

During the Horse Pull, a real crowd-pleaser held Friday night, a team of draft horses owned by Jacques and Marcel Chauvette pulled an amazing 13,000 lbs?

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# Be a sponsor – help create more memories.



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