



Nechako Valley Exhibition Society  
PO Box 863, 4051 Northside Rd., Vanderhoof BC V0J 3A0  
(250) 567-3011 • nechakoexsociety@outlook.com  
Society No. S0008725 • GST # 12889 9762

## OFFICIAL SPONSOR GUIDE

**Nechako Valley Exhibition (Fall Fair) August 16-18, 2024**

**Vanderhoof, British Columbia**

*Thank you for your interest in becoming an Official Sponsor! This information package is intended to illustrate some of what we do, how your investment will impact the community, and the benefits available to you as a sponsor. Please feel free to get in touch with us at the contact information above for any questions or further details.*

### About the Fair

The Nechako Valley Exhibition Society was formed under the name 'Vanderhoof Fall Fair Association' by a dedicated group of volunteers in 1965 and provincially incorporated as a non-profit organization several years later. Our annual Exhibition (Fall Fair) continues to deliver three days of community celebration at the society owned and operated 42-acre Exhibition Grounds on Northside Road in Vanderhoof, BC. The 56<sup>th</sup> Annual Nechako Valley Exhibition will be held August 16-18th, 2024. A true agricultural Fair, we showcase regional agricultural producers, celebrate the achievements of our thriving 4-H clubs, provide a venue for friendly competition, and pack in a whole lot of fun along the way! In 2024 we will be celebrating the full 3-day Fair with:



- ❖ **Human Tractor Pull for Charity with a purse of \$1,000**
- ❖ **Provincially renowned Beef Show**
- ❖ **Exhibit Building showcasing local producers and artisans**
- ❖ **Small Animal Barn with opportunities for local animal raisers to show their livestock**
- ❖ **Uncle Chris the Clown and Greg the Magician providing laughs for little ones all weekend long**
- ❖ **Music by Jack Jackson: Remembering Johnny Cash, Cowboy Church, and more**
- ❖ **Canada's steer whisperer, Joel Lybbert, will showcase his roping tricks & skills and even ride a buffalo**
- ❖ **Waterslides, bouncy castles, an X-factor obstacle course and more in the Family Fun Zone**
- ❖ **Lawn Tractor Races**
- ❖ **Heavy Horse is back by popular demand**
- ❖ **And much, much more!**



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## About the Organization

The Exhibition Society is governed by a 12-member Board of Directors and operated primarily by two staff members and a vibrant volunteer base of over 80 community members. We have an active membership of over 80 individuals and families, over 60 multi-disciplinary drop-in users per month, and approximately 10,000 major event attendees per year. Year-round operations include indoor and outdoor riding arenas for equestrians, an affordable multi-purpose community centre providing natural disaster evacuation facilities, reforestation campgrounds, youth group field days, livestock boarding, equestrian clinics, major sanctioned rodeo events, archery tournaments, company picnics, family reunions, weddings and celebrations, and public recreational vehicle storage. Our goal is to enhance recreation opportunities, provide regional safety reserves, and boost the attractiveness of our community for residential and tourism opportunities.

## Social and Economic Benefits

As many area residents will attest, the Exhibition has been home to life-changing opportunities for 54 years. In 2019 alone for example, 15 of our members ranked in the BC Rodeo Association standings, nine of whom placed in Finals, and two of whom achieved first and second place in the All Around. 98 young 4-H members raised \$157,000 from the sales of their livestock at the 4H Auction; the Exhibit Hall saw a 33% rise in entries from local artists, elderly crafters, and young food producers; and the Beef Show maintained its prominence as one of the best in British Columbia for showcasing upcoming genetics for commercial beef producers.

The economic impact of the Fair to residents is tremendous. A 2013 Impact Study conducted by BCAAFE illustrated that *“61 Fair Associations in British Columbia spend approximately \$13.3 million in their communities and trading area, attendee spending at the major annual agricultural fair is estimated to be \$17-25 million; and 313,000 non-resident fair attendees spend approximately \$9.4 million in connection with their visit to an agricultural fair in a community located an hour or more away from their home.”* In addition to the local economic impact of major events, the Nechako Valley Exhibition Grounds ensures that revenues are re-invested directly in the community; 80% of our annual operating budget is spent with local businesses and service providers. These factors provide valuable opportunities for families in our community and provide significant benefits for people to live, work and play here.

## Reward Details

We will ensure that your business gains exposure to thousands of Fair attendees, while you can rest assured that you will be making a lasting impact on the success and sustainability of the Exhibition.

*Please turn the page for sponsorship package details!*



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# 56th Annual Nechako Valley Exhibition

## FALL FAIR SPONSORSHIP PACKAGES

August 16-18, 2024

### SPONSOR REWARDS

All sponsors will be listed under each tier on a banner to be displayed during the Fall Fair weekend and then hung for the rest of the year inside of our indoor riding arena

**Barnraiser**  
\$2,500+



**Rainmaker**  
\$1,000 - \$2,499



**Harvester**  
\$500 - \$999



**Seed Starter**  
\$100 - \$499



### ALL SPONSORS

#### Official Sponsor Listing in All Publications

All promotional material leading up to, during, and after the Fair expressly promotes sponsors who have contributed at any level to the Exhibition.

### MAJOR SPONSORS

#### Our "Barnraiser" & "Rainmaker" Tiers

Major sponsors will receive a complementary space to display branded merchandise, equipment, or other visual and engaging displays in a main walking area for attendees of the Exhibition. Companies wishing to display heavy equipment may contact the office to discuss space requirements and logistics. We are happy to work with you to accommodate any requests – no display too splashy!



## 2024 Nechako Valley Exhibition Official Sponsor Registration

### **Corporate:**

Company Name: \_\_\_\_\_

Owner/Manage/Representative Name: \_\_\_\_\_

### **Individual or Family Sponsorship:**

Name: \_\_\_\_\_

Other name(s) to list on sponsor appreciation publicity: \_\_\_\_\_

### **Contact Information:**

Phone Number: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

### **Sponsorship Tiers:**

Seed Starter: \$100 - \$499

Harvester: \$500 - \$999

Rainmaker: \$1,000 - \$2,499

Barn Raiser: \$2,500 +

Amount Enclosed: \$ \_\_\_\_\_

*For complimentary outdoor corporate display area (Rainmaker & Barnraiser), please list any space requirements and a brief description of items, equipment, or activity to be set up:*

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