



2023



# 85<sup>TH</sup> PROVINCIAL WINTER FAIR SPONSORSHIP PACKAGE

September 22-25, 2023

Circle Creek Ranch & Equestrian Centre • Hwy 5A, Kamloops BC

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

***“CELEBRATING 85 YEARS OF TRADITION:  
LET’S STIRRUP SOME FAMILY FUN”***



CANADA  
4-H British Columbia



## **85 YEARS OF TRADITION**

**THEN:** The year was 1939 and WWII had just begun when word was received that the Army had taken the Pacific National Exhibition grounds in Vancouver over to serve as a base, thus forcing the cancellation of the British Columbia Winter Fair that had been held there annually for some years. This was a major concern to those who were preparing their cattle, sheep and swine for the show.

While stockmen were left wondering what to do, a group of people saw this as an opportunity to establish Kamloops as the livestock center of the province and steps were immediately taken to create a new show and sale in Kamloops. With the help of the BC Beef Cattle Growers Association (the forerunner of the BC Cattlemen's Association), the BC Sheep Breeders, the Interior Swine Producers, the Dept. of Agriculture, the Chamber of Commerce and the City of Kamloops, the idea started to take shape. Matt Hassen, well known Auctioneer, started out in search of the \$1200 needed for prize money. He went to the Vancouver Exhibition Association and asked for \$100 of the Federal money that had been allotted to the now cancelled BC Winter Fair and was, of course, refused. Hassen approached the Provincial Government and received \$500. Businesspeople in Vancouver and Kamloops were canvassed but the \$1200 goal was not reached.



The BC Beef Cattle Growers had previously planned renovations to the Bull Sale arena with grant money from the Federal Government and with this money the sales ring was improved, seating enlarged and a furnace installed, as this was taking place in December and the weather could be very cold.

The first "Annual Provincial Christmas Fat Stock Show and Sale" came into being on December 4, 1939 located at the Kamloops Stockyards. The Boys and Girls section, (which evolved by the late seventies into one of the major 4-H competitions in Canada), started with only a modest number of calves in that section. In fact, there were fourteen calves in the Boys and Girls Section and Elmore McMorran of Harper Ranch was the winner. The Open cattle competition dominated the show and sale with 314 being sold of which 290 had been entered in the carload of 15 or group of 5 classes, while 24 were entered in the individual halter classes. The Swine show had an exhibition of 100 brood sows and 5 Yorkshire Boars with 176 market hogs being sold. An undisclosed number of sheep were sold with final figures indicating a total of 797 head of cattle, sheep and swine being marketed for a grand total of \$37,732.

The Christmas Fat Stock Show & Sale changed its name in 1961, when it became the Provincial Winter Fair. The fair then moved locations in 1970 to the previous KXA Agriplex on Mount Paul Center.

**NOW:** Today, the fair occurs on a smaller scale, but with the same heart, enthusiastic and dedicated volunteers of the past. The fair is still a tradition for multi-generational families, however there are numerous newcomers. The livestock show is still the heart of the fair, but have expanded to include various other attractions. In 2016, we moved to the gorgeous grounds at Circle Creek Ranch in Kamloops. We are proud to offer highly entertaining family events and activities, in addition to showcasing local talent on the Main Stage.

We hope everyone can come out and experience history taking place by either exhibiting in the fair or just coming down to the fairgrounds! We appreciate the great support we get from our fair sponsors, livestock buyers and 4-H clubs throughout the Cariboo and the Thompson-Okanagan Valleys!



# Why Sponsor?

## **Economic Importance of Agriculture Fairs**

British Columbia has over 50 agriculture fairs and festivals each year, representing one of the longest standing and most successful means to highlight agriculture for thousands of British Columbians.

Fairs and exhibitions have a significant impact on the economy of British Columbia. They are gathering places for the public, both young and old and offer the public a place to meet, compete and volunteer their services. Not only do fairs and exhibitions have an economic benefit, they also offer many tangible benefits to every community. Given the impact of demographic shifts, there are several reasons to improve the awareness of agriculture. In many ways, the general population will influence the evolution of agricultural policy.

## **Educational Goals**

The need for food provides every person with an interest in agriculture and food production in British Columbia. Provincial Winter Fair promotes adoption of systems so BC products can be traced from production to retail. The economic votes that food consumers make in the market place have a direct impact on the well being of BC's agricultural sector. Food production, its security, quality and quantity, is the foundation of our overall health.

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## **Provincial Winter Fair: – Aims & Objectives**

The Kamloops Provincial Winter Fair (PWF) provides an opportunity to all our contributors who participate at our Fair to learn more about agriculture. The agriculture education of the public and our surrounding community is equally important to us.

PWF continually strives to encourage public agricultural awareness by providing quality market livestock for show and sale. This live auction promotes the sale of grain-fed livestock. Promoting the livestock sale as well as learning about the amount of time, feed and effort it takes to produce these animals is of the utmost importance. All of this is provided at PWF in an atmosphere which is educational, yet fun.

Each year, the PWF Committee's goal is to provide the public with new agricultural information through various displays. PWF does just that. Our main objective is to make the public aware of just how important agriculture is to our Community and to our Country. Providing the public with tools to educate themselves is what Provincial Winter Fair does best.

The annual Provincial Winter Fair is powered by people and supported by our community. In addition to the thousands of volunteer hours it takes a lot of resources to put this event on for the Thompson-Okanagan Region. **It would not be possible without your support.** In return for your leadership and investment, of either cash and/or in-kind donations and sponsorship, please enjoy the following benefits of sponsorship as a humble token of our appreciation!








# 85<sup>TH</sup> PROVINCIAL WINTER FAIR

## SPONSORSHIP BENEFITS



### All Sponsors will receive:

- Recognition on Event Website, Social Media Thank You, Fair Program & Newspaper Thank You Ad
- Verbal Recognition announcements throughout the fair, in conjunction with class and award sponsors

 <p>Logo Placement/ Recognition on Live Stream</p> <p>Complimentary Full-Page Ad in Fair Program</p> <p>Complimentary Banner/Sign Placement at Fair – Show Ring</p> <p>6 Complimentary Tickets to Grapes &amp; Grill 19+ Event</p> <p>Complimentary Logo Placement on Back of PWF Hoodie</p> <p><b>\$5000+</b></p> <p><b>DIAMOND</b></p>	 <p>Logo Placement/ Recognition on Live Stream</p> <p>Complimentary Full-Page Ad in Fair Program</p> <p>Complimentary Banner/Sign Placement at Fair – Show Ring</p> <p>4 Complimentary Tickets to Grapes &amp; Grill 19+ Event</p> <p>Complimentary Logo Placement on Back of PWF Hoodie</p> <p><b>\$3000-\$4999</b></p> <p><b>PLATINUM</b></p>	 <p>Logo Placement/ Recognition on Live Stream</p> <p>Complimentary Full-Page Ad in Fair Program</p> <p>Complimentary Banner/Sign Placement at Fair – Show Ring</p> <p>2 Complimentary Tickets to Grapes &amp; Grill 19+ Event</p> <p>Complimentary Logo Placement on Back of PWF Hoodie</p> <p><b>\$1500-\$2999</b></p> <p><b>GOLD</b></p>	 <p>Logo Placement/ Recognition on Live Stream</p> <p>Complimentary Half Page Ad in Fair Program</p> <p>Complimentary Banner/Sign Placement at Fair – Show Grounds</p> <p>2 Complimentary Tickets to Grapes &amp; Grill 19+ Event</p> <p><b>\$750-\$1499</b></p> <p><b>SILVER</b></p>	 <p>Logo Placement/ Recognition on Live Stream</p> <p>Complimentary Business Card Ad in Fair Program</p> <p>Complimentary Banner/Sign Placement at Fair – Show Grounds</p> <p><b>\$500-\$749</b></p> <p><b>COPPER</b></p>	 <p>Logo Placement/ Recognition on Live Stream</p> <p><b>\$250-\$499</b></p> <p><b>BRONZE</b></p>	 <p><b>FRIENDS OF THE FAIR</b></p> <p><b>-\$249</b></p>
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Website: [www.provincialwinterfair.com](http://www.provincialwinterfair.com)

210 – 166 Oriole Road, Kamloops BC V2C 4N7

All events take place at Circle Creek Equestrian Centre, Kamloops BC



**Sponsorship Form**

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Address: \_\_\_\_\_ City/Prov: \_\_\_\_\_

Postal Code \_\_\_\_\_ Email: \_\_\_\_\_

**YES, WE CAN HELP THE 85<sup>th</sup> ANNUAL PROVINCIAL WINTER FAIR**

**We will Sponsor / Co-Sponsor:**

“General Sponsorship for the Fair” (Not any specific Class)

- Diamond Sponsorship \$ 5,000+ \$ \_\_\_\_\_
- Platinum Sponsorship \$ 3,000 - \$4,999 \$ \_\_\_\_\_
- Gold Sponsorship \$ 1,500 - \$2,999 \$ \_\_\_\_\_
- Silver Sponsorship \$ 750 - \$1,499 \$ \_\_\_\_\_
- Copper Sponsorship \$ 500 - \$749 \$ \_\_\_\_\_
- Bronze Sponsorship \$ 250 - \$499 \$ \_\_\_\_\_
- “Friends of the Fair” Up to \$249 \$ \_\_\_\_\_

BANQUET SPONSOR \$ \_\_\_\_\_  OTHER \_\_\_\_\_

SUPER DOGS ENTERTAINMENT SPONSOR (per 30 min performance)

\*Super Dogs run 3x per day Friday-Sunday #Performances: \_\_\_\_\_ @ \$750.00 = \$ \_\_\_\_\_

\*Sponsor is announced at performance and listed in schedule of events in Fair Program and on Fair Website

**\*DEADLINE AUGUST 4, 2023 for Catalogue Inclusion**

Please return this Sponsor Form to:

**PWF SECRETARY, #210 – 166 ORIOLE RD, KAMLOOPS BC, V2C 4N7**

**\*Please Note: Make with your cheque payable to**

**KAMLOOPS EXHIBITION ASSOCIATION PWF:**

**(Or the Bank will not accept them due to new regulations)**

**(Please DO NOT Write Cheques Payable to the Provincial Winter Fair or they will be returned)**

**PAYMENT ENCLOSED: \$ \_\_\_\_\_**

E-TRANSFER: \$ \_\_\_\_\_ E-Transfer to: [kxafinance@gmail.com](mailto:kxafinance@gmail.com) or

INVOICE ME: \$ \_\_\_\_\_

**\*Please email your company logo or advertisements to [pwfsecretary@gmail.com](mailto:pwfsecretary@gmail.com)**



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## 4-H/Open Livestock Class Sponsorship

BEEF Division \$150 - \$550

\$150 Sponsor Class

\$250 Sponsor Class and Championship Banner

\$250 Sponsor Reserve Champion Jacket

\$350 Sponsor Championship Buckle

Perpetual Trophy Sponsor

\$250 One Time Trophy Purchase

(Division: \_\_\_\_\_)

SHEEP Division \$150 – \$550

\$150 Sponsor Class

\$250 Sponsor Class and Championship Banner

\$250 Sponsor Reserve Champion Jacket

\$350 Sponsor Championship Buckle

4-H Judging Sponsor (\$100 - \$150)

\$100 Champion Award (per age group)

\$150 Sponsor Age Group Class

HORSE Division \$100 - \$550

\$100 Sponsor Class (Unit or Showmanship)

\$250 Sponsor Reserve Champion Jacket

\$350 Sponsor Championship Buckle

Open Horse Show Added Money \$ \_\_\_\_\_

4-H Aggregate Sponsor

(Division: \_\_\_\_\_)

\$100 Sponsor One Project Age Group

\$300 Sponsor All Three Age Groups (in one division)

PHOTOGRAPHY/POULTRY Divisions

\$100 Sponsor Class

\$200 Sponsor Championship

(Division: \_\_\_\_\_)

Promotional Material Giveaways for Exhibitor Swag Bag

PIONEER EVENT SPONSOR \$200 - \$1500

Donation to award steer calf or lamb

Recognition in Catalogue and on website

*\*Separate Cheque Paid Payable to PWF Pioneer Event*

On-Site Silent Auction Item Donation

Online Silent Auction Item Donation

(November 2023):

*\*Silent Auctions Support the PWF Scholarship Fund*

Comments or Additional Information Regarding Your Sponsorship: \_\_\_\_\_

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*Thank you for your support!*

**\*Please utilize this form or the QR Code directs to a fillable form on our website**

