

THE PROVINCIAL EXHIBITION OF MANITOBA



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HISTORY

We are your fairs, in your community, and an important part of Manitoba's history. We are the Provincial Exhibition of Manitoba, established in Brandon in 1882. With the production of three fairs annually, our volunteer-led organization showcases agriculture and links urban and rural communities through education and awareness while providing entertainment, community pride, and economic enhancement to the region. Governed by a Board of Directors, the Provincial Exhibition of Manitoba office is located in the beautiful and National Heritage and Provincial Historic Dome Display Building II

The Provincial Exhibition of Manitoba plays a pivotal role in showcasing the importance of the agricultural industry in our region by hosting the:

ROYAL MANITOBA WINTER FAIR MANITOBA SUMMER FAIR MANITOBA AG EX

During each event, additional staff and hundreds of volunteers work together to ensure its success. Studies indicate that our organization has an economic impact of approximately \$18 million annually to the city of Brandon. Thank you for your consideration and for supporting us during our annual events.



ECONOMIC IMPACT

Each year, the Provincial Exhibition of Manitoba's annual events attract more than 100,000 people and contribute to essential local spending.



PROMOTING AGRICULTURE AND AGRI-FOOD

Through classroom training and interactive hands-on experiences during our events, local students are given the unique opportunity to learn about food sustainability, healthy environment practices and animal care. Every year, programs such as Moo Mania and Ewe Mania at the Manitoba Ag Ex or the Royal Farm Yard during the Royal Manitoba Winter Fair connect with thousands of students throughout Brandon and the surrounding area.



On behalf of the Provincial Exhibition of Manitoba, we look forward to creating a mutually beneficial partnership for years to come. The following pages of this guide should provide more details on how we can do just that.

SPONSORSHIP



At the Provincial Exhibition of Manitoba, our mission is to explore exactly what would be beneficial to your company and to find an opportunity that best accomplishes that goal. Since our annual events attract well over 100,000 attendees, there are a multitude of demographics to reach through a variety of opportunities. Having an idea of what your company's objectives are will help us to get started.

As a Provincial Exhibition partner, your fully integrated package of benefits will provide:

- Ability To Provide Product Sampling To Our Many Visitors.
- Display, Gate Admission and Point of Sale Options.
- Exhibit & Tradeshow Space.
- Fan Engagement & Entertainment Options.
- Guaranteed Visibility & Signage.
- Hospitality Options.
- Inclusion In Pre-Event Advertising & Promotion.
- Opportunity To Align Your Brand With The Provincial Exhibition Of Manitoba.
- Social Media, Print, & Online Recognition.
- Supporting Our Values & Mission of Providing Agriculture Awareness & Education.
- You Will Be A Part Of Manitoba's Oldest & Most Respected Traditions & Events.



DIGITAL MARKETING

WEBSITE ANALYTICS

January to July 2023

77,762 **121,701** **278,016**

NEW USERS

TOTAL SESSIONS

PAGE VIEWS

SOCIAL MEDIA

FACEBOOK

14,127

FOLLOWERS

281

POSTS PUBLISHED
2023

INSTAGRAM

3,433

FOLLOWERS

207

POSTS PUBLISHED
2023

TWITTER

3,321

FOLLOWERS

150

POSTS PUBLISHED
2023

2023 TOTALS

24,776 **20,881** **7,522**

ENGAGEMENT

DIGITAL DATABASE

LINKS CLICKED

85,280 **113,883**

PROFILE VISITS

IMPRESSIONS

512,970

REACH

PRESIDENT'S DINNER

The President's Dinner is one of Brandon's most prestigious and well attended formal evenings, developed in support of agriculture awareness.

This annual gala is an excellent opportunity for Western Manitoba's business and agriculture community to not only support the industry, but to gather and socialize with customers and friends.

Proceeds from the event are used to support the many agricultural education activities of the Provincial Exhibition. Individual tickets or tables of 6-8 are also available. Tickets to the event can be purchased through the Provincial Exhibition of Manitoba website or office.



SPONSORSHIP OPTIONS:

- Appetizers
- Bronze, Silver, and Gold Medal
- Cocktail Reception Sponsor
- Entre Sponsor
- Entertainment Presenting Sponsor
- Friends of The Ex!
- Scholarships
- Wine Sponsor

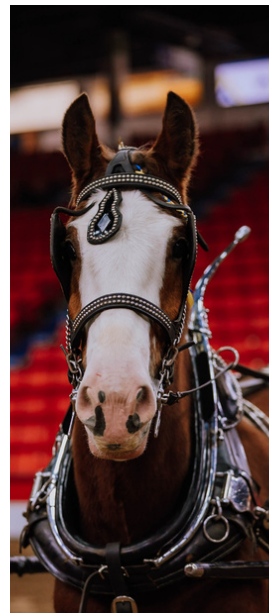




ROYAL MANITOBA WINTER FAIR

One of Western Canada's premier events that features fun for the entire family!

Our pinnacle event, The Royal Manitoba Winter Fair (RMWF), is held annually during Manitoba's March spring break. A tourism highlight in Western Canada, the Royal Manitoba Winter Fair is one of Western Canada's largest agricultural events and the largest annual event held in Brandon.



The RMWF is one of only two fairs in Canada to receive Royal designation from Queen Elizabeth II and has been recognized as one of the Top 100 Events in North America, receiving numerous awards from the tourism industry.

The following are examples of sponsorship opportunities at the Royal Manitoba Winter Fair. Sponsorships range in both value and price and programs can be built to fit our partners needs and budget.

- ~ AG ACTION STAGE ~ AG EDUCATION DISPLAYS ~ ATTRACTIONS
- ~ BARNYARD CHALLENGE ~ BARREL RACING ~ BMO FARM FAMILIES
- ~ CATTLE COUNTRY ~ DAILY SPONSORSHIPS ~ DRAFT HORSE COMPETITIONS
- ~ ENTERTAINMENT STAGE ~ HACKNEY SHOWS
- ~ INTERNATIONAL SHOW JUMPING EQUESTRIAN EVENTS ~ KIDZ ZONE
- ~ MANITOBA PORK QUALITY LUNCHEON COMPETITION
- ~ ROYAL EXPERIENCES ~ ROYAL FARMYARD ~ ROYAL FOOD COURT
- ~ TRADESHOW & EXHIBITS ~ VIP RECEPTION BANQUETS
- ~ WOOF JOCKS CANINE ALL STAR SHOW

MANITOBA SUMMER FAIR

SUMMER STARTS HERE!

Fantastic food, family fun, entertainment, and the thrill of the midway!

The Manitoba Summer Fair is how we've been kicking off summer in Manitoba for close to 140 years.

There's something for everybody at the Manitoba Summer Fair!



This is a great way to reach over 35,000 Western Manitobans. Whether it's signage on the midway, trade show / exhibit space or sponsorship of one of our exciting high profile events or attractions, this is a great opportunity for you to become a part of our events and community.



Thanks to the support of our sponsors, we offer a wide variety of exciting experiences:

- Friends of the Fair
- Fireworks
- Kids Zone
- MSF Food Court & Tradeshow
- Seniors Tea & Dance
- Summer Saloon
- Westman Disability Day
- AND SO MUCH MORE!



JOIN US FOR A KICK OFF TO SUMMER!



MANITOBA AG EX

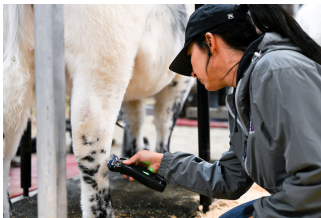
Manitoba AG EX is Manitoba's largest all-breeds cattle show at Brandon's Westoba Ag Centre of Excellence. Manitoba AG EX is a four-day event, annually held the last week of October and features Exhibitors Night, Partners in Agriculture, The Little Lady Classic, Jr. Cattle Showmanship as well as both the Jackpot Bull and Supreme Breed Extravaganza.



SPONSORSHIP OPPORTUNITIES:

- Ag Education
- Barnyard Challenge
- Cattle Wash Racks
- Exhibitor's Night At The Dome
- Grand Champion Prospect
- Jackpot Bull
- Little Lady Classic
- MB AG EX Supporter
- Moo Mania & Ewe Mania In The Classroom
- Party In The Dirt
- Showmanship
- Show Rings & Signage
- Supreme Breed Extravaganza

Manitoba's cattle producers, representing breeds such as Angus, Charolais, Hereford, Simmentals, Shorthorn, Gelbvieh, Speckle Park and Highland, see AG EX as an important showcase and marketing platform for their breeds as well as a stepping stone to advance to the CN Supreme at Regina's Agribition.



SPONSORSHIP BENEFITS:

- Online Website Acknowledgement
- Print Advertising
- Provincial Exhibition Supplied Signage
- Public Address Recognition
- Signage & Visibility Options
- Social Media
- Admissions To Special Events

MORE OPPORTUNITIES FOR YOU TO CONSIDER:



NAME IN STONE AT THE DOME BECOME A PART OF HISTORY

The Provincial Exhibition of Manitoba offers the unique opportunity to become a part of our lasting legacy by purchasing a stone (to be engraved), and placed along the path at Brandon's very own National Historic & Provincial Heritage site.

Personalized Business Option:

11" x 11" - \$750

Personalized Option #1:

11" x 11" - \$500

Personalized Option #2:

11" x 5" - \$250

See our website to submit your order online!

LOOKING TO HOST IN BRANDON'S UNIQUE VENUE?

The Provincial Exhibition of Manitoba's National Heritage and Provincial Historic Dome Display Building II is available for between 10-300 people, small and large gatherings.

Perfect for meetings of all sizes, weddings, conferences, seminars and craft sales.

Complete set up and take down available.

To make an inquiry, submit your information online.

WEAR THE FAIR!

Westman can attest to how important the Fairs are to our community. The fairs bring us together in a spirit geared towards community, family and children.

Represent the Provincial Exhibition by wearing the fair!

Visit our website to see options for all ages!

Partner with us to include your logo on fair wear too!



www.provincialexhibition.com



We hope that you have been inspired by the information in this marketing guide. Our team looks forward to the opportunity to create a customized sponsorship package to meet your objectives and bring a unique brand experience to life at one of our annual events.

**FOR ADDITIONAL INFORMATION ON SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:
info@provincialex.com ~ 204.726.3590 ~ provincialexhibition.com**