

CLOVERDALE

RODEO & COUNTRY FAIR

MAY 18 - 21, 2012



WWW.CLOVERDALERODEO.COM
Info: 604-576-9461

THE PLACE TO BE FOR THE MAY LONG WEEKEND!

2012 SPONSORSHIPS



SPONSORSHIP OVERVIEW

SPONSORSHIP

For four days every May long weekend The Cloverdale Rodeo & Country Fair is "The Place To Be" for an exciting & affordable taste of a multi-cultural event for the whole family. It is a tradition for generations of British Columbians as well as visitors from across Canada and the world. The Fair offers livestock displays, live family entertainment, commercial displays, midway rides and games, interactive educational programming and the world famous invitational Rodeo. In total the four day event generates in excess of \$5 million in economic spin-off to the City of Surrey & surrounding communities with over 77,000 visitors.

As a non profit society we are there to work with you in obtaining your sponsorship objectives. Whether it is the need to leverage your brand through a targeted audience, be more involved in the community, increase retail traffic, market a new product or reward your clients and/or staff to a VIP experience we are there to work with you in obtaining your goals.

We offer a wide range of sponsorship and promotional opportunities and we welcome the opportunity to design a package that will fit your budget and needs.

In addition to the sponsorship package benefits, you have access to exclusive VIP areas, the competitors, the behind the scenes action, the opportunity to host and entertain guests, pre-purchase tickets to Executive Club seats and more.

Book early, as sponsorships are sold on a first-come, first-served basis. We hope that this package will be a helpful tool to assist you in your sponsorship goals.



EVENT OVERVIEW

THE RODEO

The Cloverdale Rodeo is proud to host the world's top cowboys and cowgirls in a unique invitational pro rodeo format that ensures the sports' premier athletes are showcased throughout five Rodeo performances.

For 2012, the Cloverdale Rodeo will feature Roughstock Rodeo Events, Bareback, Saddle Bronc, Bull Riding and Ladies Barrel Racing. The top twenty-four pro rodeo contestants in each event (as per the 2011 Final World Standings) are invited to participate at the Cloverdale Rodeo for \$300,000 in prize money. Cloverdale winners compete in the Cinch Super Shoot Series in Houston Texas.

THE COUNTRY FAIR

124th Annual Country Fair features more family-friendly entertainment than ever before. Experience Western Canada's largest Midway with the latest rides and games for the whole family. New to this year's fair is an Extreme Sports Zone with freestyle skateboarding competition, trial bike demonstrations and an International BBQ cookoff.

Don't miss the popular outdoor Entertainment Stage with free performances every day and an evening concert. For the family there is an interactive Kidz Zone to keep children of all ages laughing and learning. This years exciting features include: Mad Science, Mechanical Bull Riding, 4H and Livestock, an indoor ride on a train, Dora The Explorer, Friday meet the Mascots, Sports Day Saturday, Science Sunday and Magic Monday!

Each and every day at the Cloverdale Rodeo and Country Fair, the outdoor Entertainment Stage will be buzzing with some of the best acts around. Whether you're into singing, dancing or just having a good old time, you'll find it here.



MARKETING OVERVIEW

MARKETING

With thousands of perspective buyers and patrons attending the Cloverdale Rodeo & Country Fair, corporate sponsors receive maximum exposure in all aspects of corporate identification and branding to an audience that represents a wide range of demographics.

MARKETING MIX

- Extensive Radio Advertising (42% of total advertising buy)
- Extensive Print Advertising (27% of total advertising buy)
- Television (18% of total advertising buy)
- Other Media (13% of total advertising buy)
- Community & City of Surrey Promotions
- Extensive Editorial Coverage
- Extensive Media Promotional Campaigns
- Social Media Programming (Facebook & Twitter)
- Website Programming, Information & Reciprocal Links

MEDIA PARTNERS

JRFM, The Now, Blackpress, The Province



DEMOGRAPHIC SUMMARY

DEMOGRAPHIC INFORMATION

The Cloverdale Rodeo and Country Fair is one of the largest annual events in British Columbia drawing over 77,000 patrons to its traditional Country Fair and capacity crowds of over 15,000 to its world Famous Invitational Rodeo. Attendees to both the Rodeo and Country Fair are ethnically diverse and represent a cross section of communities and income levels. The four day event allows maximum opportunity for event sponsors to capitalize and leverage their market and brand exposure.

DEMOGRAPHIC HI LITES

- Male 45%
- Female 55%
- 40% of visitors are between the ages of 30 and 59
- 49% of visitors come from Richmond, Surrey & White Rock
- On average visitors dine out, get take out or delivery 2.2 times per week.
- Visitors average household income \$75,000
- Visitors average expenditure on site in excess of \$30,000
- 60% of visitors rate the event as excellent or very good
- Average visiting time spent at event over 6 hours
- Visitors came in average size groups of 3 persons



SPONSORSHIP BENEFITS

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The Cloverdale Rodeo & Country Fair is proud to continue the tradition of offering your business a platform to expose your products or services to thousands of patrons, rodeo enthusiasts and fair goers year after year.

Whether your goal is to increase sales or create a buzz around your brand, our sponsorship team will partner with you to develop a creative and customized sponsorship program to maximize your exposure to thousands of daily patrons.

Opportunities Include:

- Opportunity to entertain your guests in the Stetson VIP Suite with meals, bar service and the best seats in the house.
- Regional print, radio and television exposure throughout British Columbia.
- Event recognition through live announcer mentions and video production properties at both the Cloverdale Rodeo and throughout the Fairgrounds.
- Website including year round access to video highlights of the exhibition.
- Discount tickets through our corporate sponsors.
- Sponsor of the Day
- Sponsor Entry Gate
- Venue Sponsor



SPONSORSHIP MENU

CLOVERDALE INVITATIONAL RODEO

- Rodeo Event Sponsor: \$15,000

Rodeo events Bareback, Saddle Bronc, Bull Riding & Ladies Barrel Racing

- Rodeo Performance Sponsor: \$10,000

One (1) of five (5) rodeo performances

- Rodeo Replay Screen Sponsor: \$10,000

Signage & name/logo loops on rodeo replay screen at 5 rodeo performances

- Rodeo Livestream Webcast Feed Sponsor: \$10,000

Live webcast feed of five (5) rodeo performances on CREA website

- Stetson VIP Suite Sponsor: \$7,500

Seating for 400 guests per rodeo performance-Sponsors & VIP's

- Rodeo Announcers Booth:\$7,500

Broadcast centre for each rodeo performance

- Rodeo Bucking Chute Sponsor: \$5,000

Bucking chutes for Bareback, Saddle Bronc & Bull Riding events
(nine rodeo bucking chutes)

- Rodeo Programming Sponsor: \$5,000

Customized event programming & venue services

CLOVERDALE COUNTRY FAIR

- Country Fair Presenting Sponsor: \$15,000

One of Canada's oldest annual events with family attractions & entertainment

- Country Fair Day Sponsor: \$10,000

One (1) of four (4) Country Fair programming days

- Country Fair Video Screen Sponsor: \$10,000

Signage & name/logo on video daily schedule screen located at Food Court Venue

- Midway &Amusement Sponsor: \$7,500

One of BC's largest midways with new attractions

- Country Fair Featured Attraction Sponsor: \$7,500

Present new & popular family programming & entertainment

- Food Court Sponsor: \$7,500

Family eating area with live entertainment

- Country Fair Exhibit-Display Sponsor: \$5,000

Interactive & educational designed for the whole family

- Country Fair Programming Sponsor: \$5,000

Customized event programming & event services



CLOVERDALE FAIRGROUNDS

- Entrance Gates Sponsor: \$7,500

Main entrance gate at Cloverdale Fairgrounds for event guests

- Official Supplier: \$5,000

Equipment, supplies & services for 4-day event with recognition

- Information Booths Sponsor: \$5,000

Two (2) information booths onsite for guest services

- Parking Lots Sponsor: \$5,000

Two (2) parking lot locations for event guests

- On Site Sampling: \$500-\$1,000 per day

Brand introduction & visibility for consumer relationships

- Volunteer Appreciation Sponsor: \$5,000

Annual dinner for event volunteers / 350 guests

- Cloverdale Rodeo & Country Fair Parade: \$5,000

One of the longest running community parade's in BC / 85 to 100 entries

- Community Supporter: \$2,500

Community & volunteer driven event for local business & association support

CORPORATE MEMBERS HOSPITALITY

- CR-Korrall Suites: \$2,500-20 seats & \$1,500-10 seats

Purchase corporate suites for an "As Close As You Can Get" rodeo action experience for you & your guests. Our corporate suites offer you the opportunity to entertain your associates, staff & clients in a very unique & exciting atmosphere. The CR Korrall Suite will provide you the western hospitality & comfort for your corporate entertaining & networking needs.

* There is no signage for suites except for tent card on table with name.

* Please contact our Sponsorship Team for details on packages.

* Corporate exposure & perks listing available with each sponsor category

