



# *Partnership Program*

# Ontario Association of Agricultural Societies



In Ontario, agricultural societies are governed by the Agricultural and Horticultural Organizations Act. As the provincial association, the primary focus of the OAAS is to assist its over 200 members in achieving their own respective goals. Fairs and their volunteers dedicate countless hours to keep agriculture a vital part of Ontario's heritage.

The OAAS is governed by a Board consisting of a Provincial Director from each of the fifteen districts in the province. The board members, along with the executive members provide leadership to the association. The highlight of the year for the OAAS is the annual convention, which takes place in mid-February bringing together upwards of 1000 delegates from across the province. Our convention provides OAAS Members with education, information, and networking opportunities that are meant to improve the operations of the individual agricultural societies. We will be celebrating our 175<sup>th</sup> anniversary at our upcoming 2022 Convention.

## Mission Statement

“The OAAS provides leadership, guidance, education and resources for its member Agricultural Societies”

## Vision

Inspiring and Supporting Ontario Agricultural Societies

## Member Services

The OAAS provides numerous member services to the agricultural societies

- OAAS Annual Convention – attended by over 1,000 agricultural society members, service members and Fair Ambassadors
- Websites – source of information for our members and fair information for the public
- Fair Directories and Fair Dates Brochures
- Newsletter – source of information for our members
- First Impressions Program – Program to assist agricultural societies to improve their fairs
- Service Awards – assists agricultural societies to recognize their volunteers

## How Are We Financed?

Primarily through affiliation fees of agricultural society members and service members.  
Other income is derived from partnership sponsors and fundraising activities.

## How Can You Help?

As a Partner your contribution would assist in our continuing efforts to support our agricultural societies to promote the importance of agriculture and local food awareness and agricultural education in their communities, now and into the future.

# Ontario Association of Agricultural Societies

## Partnership Program Benefits



### ***Platinum Sheaf – Donations of \$7500.00+***

- ✓ Public recognition at the OAAS Convention and the OAAS AGM
- ✓ Company/Organization signage prominently displayed at OAAS Convention
- ✓ Recognition in Convention Program and printed materials
- ✓ Recognition on Convention Event App
- ✓ Recognition on OAAS website with a hyperlink using your logo
- ✓ Complimentary Tradeshow space
- ✓ Six (6) Convention registrations (see Convention registration flyer for more information)
- ✓ Platinum Partner Recognition page in Convention Program
- ✓ Inclusion of Company provided printed material in our registration packages/bags



### ***Gold Sheaf – Donations of \$5000.00***

- ✓ Company/Organization signage prominently displayed at OAAS Convention
- ✓ Recognition in Convention Program, Convention Event App, printed materials and on OAAS website with hyperlink
- ✓ Four (4) Convention registrations (see Convention registration flyer for more information)
- ✓ Inclusion of Company provided printed material in our registration packages/bags



### ***Silver Sheaf – Donations of \$2500.00***

- ✓ Company/Organization signage prominently displayed at OAAS Convention
- ✓ Recognition in Convention Program, Convention Event App, printed materials and on OAAS website with hyperlink
- ✓ Three (3) Convention registrations (see Convention Registration flyer for more information)
- ✓ Inclusion of Company provided printed material in our registration packages/bags



### ***Bronze Sheaf – Donations of \$1000.00***

- ✓ Company/Organization logo displayed at the OAAS Convention
- ✓ Recognition in Convention Program, Convention Event App and printed materials
- ✓ Two (2) Convention registrations (see Convention Registration flyer for more information)
- ✓ Inclusion of Company provided printed material in our registration packages/bags
- ✓



# Ontario Association of Agricultural Societies Convention

## Registration Information for Partners

Sheraton Parkway Toronto North Hotel & Suites  
9005 Leslie St., Richmond Hill

February 17 to 19<sup>th</sup>, 2022

Partnership level includes Convention registrations - each registered attendee is entitled to participate in all activities at the Convention

Activities include but are not limited to:

- OAAS Annual Meeting
- Informative and timely seminars and round table discussions
- Keynote speakers – motivational, agricultural, and fair industry related
- Friday Tradeshow featuring many of the OAAS service members
- Thursday Evening Showcase (this includes live entertainment)
- Friday Evening Showcase (this includes live entertainment and live auction)
- Ontario Association of Agricultural Societies Hospitality suite

It is recommended that partnership attendees register prior to the convention at ([Assist Expo link](#)) or they may register upon arrival at the convention

# Ontario Association of Agricultural Societies

## Proposed Partnership Program Opportunities



Many of our Partnership Opportunities are related to our Annual Convention but we also have other opportunities that exist with some of our current and future member services.

<i>Programs</i>	<i>Program Description</i>	<i>Opportunities</i>
<b>Convention Related Partnership Opportunities</b>		
1) Keynote Speaker	Convention Opening	Keynote Speaker sponsorship and Naming Rights \$2,500 and up
2) Closing Motivational Speaker	Annual Meeting and Convention Conclusion	Speaker sponsorship and Naming Rights \$2,500
3) Seminars	Present informative and interesting speakers on fair industry related topics i.e. safety, animal health, insurance, governance, secretary and treasurer information, homecraft displays, etc.	Seminar sponsorship \$500 per Seminar and up
4) Entertainment Showcases	Thursday and Friday Night Showcases featuring a variety of performers and bands The Showcase allows up & coming and experienced performers to showcase their talents to the agricultural societies looking to book entertainment for their fairs.	Showcase Stage sponsorship and Naming Rights for both nights \$2500
5) Family Entertainment Showcase	Friday Showcase featuring a variety of family and children oriented entertainment	Showcase sponsorship and Naming Rights \$300
6) Registration Desk	Registration Packages – Bags, giveaways – Require minimum of 1200 items.	Registration Delegate Packages a) Bags - \$ 1,000 – 2,000 b) Giveaways – i.e. pens, notepads, flashlights, USB's, etc.
7) Convention Program	1200 Copies Contains information on seminars, schedule of events, partnership program recognition list	Advertising a) Inside or outside cover - \$ 500 b) Full page - \$ 200 c) Half Page - \$150 d) ¼ page - \$100
8) OAAS Hospitality Suite	Refreshments/Suite rental – 2022 special arrangements for location	Hospitality Suite Sponsorship and Naming Rights – limited to 5/night \$1,500

9) Annual Meeting Continental Breakfast	Refreshments for Closing Meeting (coffee, tea, muffins, etc.)	Sponsorship & Naming Rights \$8,000
10) Live Auction	We are looking for companies, organizations, districts, agricultural societies, and individuals to donate approximately 10-15 unique items for the Live Auction.	Live Auction items - value \$250+
11) Silent Auction	We are looking for companies, organizations, districts, agricultural societies, and individuals to donate items of various values for the Silent Auction	Silent Auction – various \$ values
<b>OAAS Provincial Competitions – Not Applicable for 2022</b>		
12) OAAS Champion Hand-Quilted, Quilt Competition	15 District Winners competing for Provincial Champion	\$1,000.00
13) OAAS Champion Machine-Quilted, Quilt Competition	15 District Winners competing for Provincial Champion	\$1,000.00
14) District (15) Quilt Competitions	1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> place Winners	\$200.00 / District - \$3000.00 Total
15) Chocolate Chip Cookie Competition	15 District Winners competing for Provincial Champion	\$500.00
16) Butter Tart Competition	15 District Winners competing for Provincial Competition	\$500.00
17) Poster Competition	15 District Winners in 3 age groups competing for Provincial Champion Youth Poster – Promoting Your Fair	\$500.00
18) Photography Competition	Provincial Competition	\$1,500.00
<b>Other Partnership Opportunities</b>		
Ontario Fairs & Exhibitions Directory and Fair Date Brochures	3,500 Directories distributed throughout Ontario – Complete list of over 210 Ontario Fairs and over 100 Service Members 22,000 Fair Date Brochures distributed throughout Ontario	Advertising a) Inside front page - \$750 b) Inside back cover - \$ 750 c) Outside back cover - \$ 750



# Ontario Association of Agricultural Societies Partnership Agreement

*Between*

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

*(Please fill out as you would like your name / business / organization to appear in print)*

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ E-mail: \_\_\_\_\_

*and the*

## **Ontario Association of Agricultural Societies**

The contribution(s) toward the OAAS for the year(s) \_\_\_\_\_ shall be:

1. \$ \_\_\_\_\_ in monetary donations
2. \$ \_\_\_\_\_ worth of product
3. \$ \_\_\_\_\_ worth of services

For the total sum of: \$ \_\_\_\_\_ which represents the \_\_\_\_\_ level.

Choices in Order of Preference:

1. Program \_\_\_\_\_ Opportunity \_\_\_\_\_
2. Program \_\_\_\_\_ Opportunity \_\_\_\_\_
3. Program \_\_\_\_\_ Opportunity \_\_\_\_\_

**Payable to the: Ontario Association of Agricultural Societies**

c/o Vince Brennan; OAAS Manager, 1911 Foxboro Stirling Rd, RR #4 Stirling Ontario K0K 3E0

Phone: 613-395-2465 Email: [manager@oaasfairs.com](mailto:manager@oaasfairs.com)

On behalf of the Partner, I authorize the OAAS to publish the Partner name in any OAAS publication for the purpose of acknowledgement of the contribution.

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_