



# 2024 Cumberland County Exhibition Sponsorship Package





# 1918-2024

## WHY SPONSOR US?

2024 will mark the running of the 104th Cumberland County Exhibition and plans are being made for an exciting line up of events over 2 weekends, August 22-25 and August 30 - September 1. In addition to the livestock shows, we will be hosting multiple events to celebrate the history and the spirit of Cumberland County. We rely on the generous sponsorship from our community minded businesses and individuals, which allows us to continue to promote Cumberland County and all it has to offer. Your sponsorship is greatly appreciated, and will be recognized in several ways, including announcements during the show, signage on the grounds as well as exposure on our social media (Facebook, Instagram and TikTok) as well as our website.

## CONTACT US

Cumberland County Exhibition  
56 Waverly Street  
Oxford, Nova Scotia  
902-447-3285  
[cumberlandexhibition@gmail.com](mailto:cumberlandexhibition@gmail.com)  
[www.cumberlandcountyex.com](http://www.cumberlandcountyex.com)

## ABOUT US

The Cumberland County Exhibition (CCEx) grounds continue to be owned and maintained by the Oxford Agriculture Society (OAS) for the primary purpose of hosting an annual exhibition. The Town of Oxford and OAS have an agreement where the town owns and operates the Arena, and the society owns the land it sits on. Each year OAS takes possession of the Arena for the use of the Cumberland County Exhibition. This partnership allows the growth of the CCEx. OAS generates all operating income to maintain and upgrade the facility through yearly exhibition revenues, as well as facility and equipment rentals.

## SPONSORSHIP DEADLINES

**MAY 17, 2024** - Confirmation of sponsorship, and payment due. If applicable, confirmation of booth space.

**JUNE 3, 2024** - Logos and art for advertisement and promotions.

**AUGUST 15, 2024** -

# SPONSORSHIP PACKAGES 2024

We believe sponsorship is a relationship built on supporting each other, and we have designed this sponsorship package with that belief in mind. If you would like to partner in something not listed here, please do not hesitate to start the conversation with us!

## FRIEND OF THE EXHIBITION

**INVESTMENT: Up to \$100**

- Listed on partnership banners located around the grounds
- Listed on social media and website

## BRONZE

**INVESTMENT: \$101 - \$500**

- Everything above plus:
- One complimentary weekend pass
- Verbal recognition during events
- Social media recognition

## SILVER

**INVESTMENT: \$500 - \$999**

- Everything above plus:
- Two complimentary weekend pass
- Listed on poster boards to be placed around the grounds

## GOLD

**INVESTMENT: \$1000 - \$2499**

- Everything above plus:
- Five complimentary weekend pass
- Banners (supplied by sponsor) hung in main arena

## PLATINUM

**INVESTMENT: \$2500+**

- Everything above plus:
- Ten complimentary weekend pass
- 10'x10' booth space
- Logo on schedule of events brochure
- Title sponsor on platinum level event or day