

17<sup>th</sup> ANNUAL



Peace Country Beef Congress

Grande Prairie, AB

January 9 & 10, 2015



**Sponsorship and Trade Booth Information Package**



Peace Country Beef Congress

Dear Potential Sponsor,

On behalf of the board of directors of the Peace Country Beef Congress, this is your official invitation to be a part of the 17<sup>th</sup> Annual Peace Country Beef Congress, the premier event for the thriving beef industry of the Peace Country! We are seeing exciting times in the beef business and you don't want to miss out on being a part of this event.

The Peace Country Beef Promotion Society has been organizing a successful Peace Country Beef Congress since 1998. The cattle industry has always been a corner-stone industry across the north and the Peace Country Beef Congress is an important event in bringing industry members together to showcase the livestock and products available to Peace Country producers. The committee strives each year to bring together a show that meets the marketing needs of both purebred and commercial producers across the region. This year, we are building our show around the commercial cattleman and we are very excited build up the profile of the 'Pen of 3 Steers' and the 'Commercial Pen of 3 Heifers;' there is a platinum sponsorship opportunity to sponsor these prestigious classes, so be sure to take a look!

The Peace Country Beef Congress board of directors invites all producers and agriculture industry based businesses to our 2015 show. Enclosed, please find a sponsorship and trade show package for the 17<sup>th</sup> annual Peace Country Beef Congress which will take place at Evergreen Park in Grande Prairie, AB, January 9-10, 2015. Sponsorship packages are flexible, and we are committed to ensuring our sponsors and trade booth exhibitors receive the highest value for being a part of this worthwhile event.

After reviewing the following package, please respond as soon as possible if you'd like to be a part of our event. If you have any questions, feel free to contact the event coordinator:

Chris Haddow 250-786-5048 or cell 250-784-4490 [crcltd@xplornet.ca](mailto:crcltd@xplornet.ca)

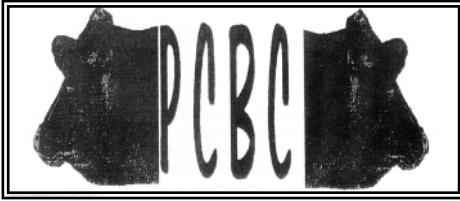
We look forward to working with you for the 2015 Peace Country Beef Congress, which promises to be better than ever!

Sincerely *The 2015 Peace Country Beef Congress Board of Directors*

***Host Hotel for 2015 Beef Congress***

***Holiday Inn & Suites 9816-107 street, Grande Prairie,  
AB T8V 8E7 1-888-307-3529 or 1-782-402-6886***

Please Call ASAP and mention you are with the Peace Country Beef Congress for applicable discounted room rates. Rooms need to be booked by December 31/14 to receive the discounted rates and be ensured of a room. There is a pool in the hotel and there is a restaurant which offers buffet breakfast for \$9.99 Friday open at 6am and Saturday at 7am.



Peace Country Beef  
Congress  
January 9 & 10, 2015

PLATINUM SPONSORS

## PLATINUM SPONSOR

Platinum Sponsor at \$7,500

### *Courtesies that will be extended to Sponsors*

#### Media

- Acknowledgement as a Platinum Sponsor: the most predominate sponsor in the show with recognition in the Northern Horizon, Peace Country Sun, and all other newspaper advertising, including corporate logo.
- Name recognition on all radio advertising.

#### Program

- Identification as sponsor on posters, prize list, and in the event brochure (prime positioning)

#### Signage

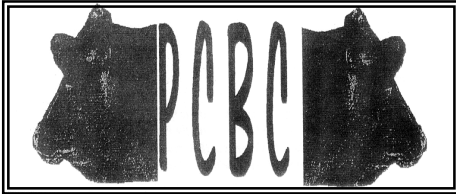
- Signage in all winner's circle photos
- Signage on winner's circle display approx size 3ft x 6ft
- Heifer class sponsor: representative in all champion photos
- Steak Cook-Off Sponsor: prime signage during the cook-off & other opportunities for promotion will be set up
- Identification on top of sponsorship board at event

#### Announcements

- Identification as Platinum Sponsor at the show ring during the event, highlighted during the heifer show and steak cook-off respectively

#### Other Courtesies

- Fifteen tickets to the steak cook-off supper



Peace Country Beef  
Congress  
January 9 & 10, 2015

2015 SHOWS

## Gold Sponsor

### Gold Sponsor at \$5000

#### Courtesies that will be extended to Gold Sponsors

##### Media

- Acknowledgement as a Gold Sponsor, a major sponsor of the show with recognition in the Northern Horizon and Peace Country Sun, and all other newspaper advertising.
- Corporate Logo and name recognition on all media advertising, radio advertising.

##### Program

- Identification as sponsor on posters, prize list, and in the event brochure (prime positioning)

##### Signage

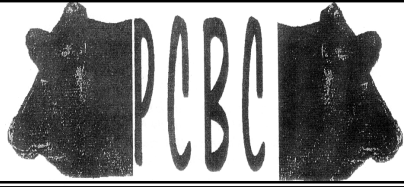
- Signage on all winner circle pictures
- Signage on winner circle display approx size 3ft x 6ft
- Identification on top of sponsorship board at event
- Representative invited to be in the winner's circle for the presentation to the champions of each respective class

##### Announcements

- Identification as gold sponsor at the show ring during the event.

##### Other Courtesies

- Ten tickets to the steak cook off



Peace Country Beef  
Congress  
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2015

## Silver Sponsor

### Silver Sponsor at \$2500

#### *Courtesies that will be extended to Sponsors*

##### Media

- Acknowledgement as a Silver Sponsor, with recognition in the Northern Horizon and Peace Country Sun.
- Corporate Logo and name recognition on all media advertising

##### Program

- Identification as sponsor on posters, prize list, and in the event brochure

##### Signage

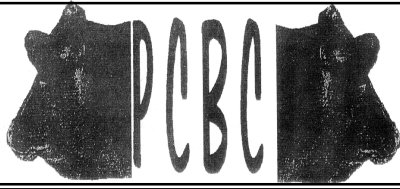
- Signage on winner circle display approx size 2ft x 3ft
- Identification on sponsorship board at event

##### Announcements

- Identification as Silver Sponsor at the event.  
Representatives are invited to the winners circle and photos.

##### Other Courtesies

- Five tickets to the steak cook off



Peace Country Beef  
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2015-2016

## Bronze Sponsor

Bronze Sponsor at \$750

### *Courtesies that will be extended to Sponsors*

#### Media

- Acknowledgement as a Bronze Sponsor, with recognition in all printed media advertising.
- Corporate logo and name recognition on all media advertising

#### Program

- Identification as sponsor on posters, prize list, and in the event brochure

#### Signage

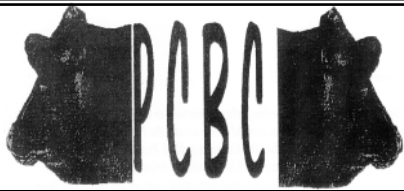
- Identification on sponsorship board at event.
- Signage and banner display at event

#### Options

Choose the event your company would like to sponsor,  
(First come first serve basis)

#### Other Courtesies

- Two tickets to the steak cook off



Peace Country Beef Congress  
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SPONSORS

## Supporting Sponsor

*Any Value under \$750*

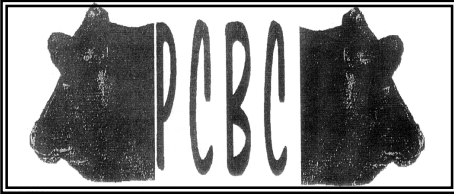
We have various expenses pertaining to our event and any sponsorship is welcome. We welcome all sponsorship such as door prizes, free draws, etc. Please let us know what you are able to contribute and we will apply your sponsorship to a specific cost, such as facility rental, shavings for facility, security, Master of Ceremonies, posters and advertising, and the list goes on. We will also recognize your contribution to a particular expense at the event. Signage on display at event is welcome with any sponsorship.

Please Mail the Sponsorship requests or Trade Booth form to:

Chris Haddow, Congress Coordinator  
Box 2292  
Dawson Creek, B.C V1G 4L1  
Phone: 250-786-5048 or  
fax 250-786-5041

or e-mail: [creltd@xplornet.ca](mailto:creltd@xplornet.ca)

THANK YOU FOR YOUR SUPPORT!  
SEE YOU IN GRANDE PRAIRIE 2015



**Peace Country Beef Congress  
January 9 & 10, 2015**

2015 Peace Country Beef Congress

We/ I \_\_\_\_\_ pledge to sponsor the 2015 Peace Country Beef Congress, in Grande Prairie, AB at the \_\_\_\_\_ Sponsor Level, for the amount of \$ \_\_\_\_\_.

- Platinum Level \$7500.00**
- Gold Level \$5000.00**
- Silver Level \$2500.00**
- Bronze Level \$ 750.00**
- Supporting Sponsor under \$750.00**

With this sponsorship I wish to sponsor the following class or event.  
(Please choose your top three):

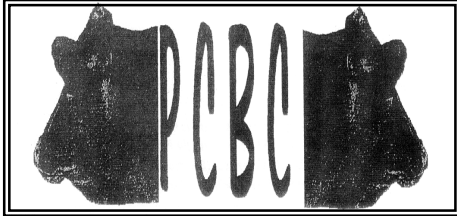
- \_\_\_\_\_ Overall Pen of 3 Commercial Hfrs
- \_\_\_\_\_ Pen of 3 Commercial Hfrs Sr
- \_\_\_\_\_ Pen of 3 Commercial Hfrs Jr
- \_\_\_\_\_ Youth/4-H Show Sponsor
- \_\_\_\_\_ Steak Cook-Off Sponsor
- \_\_\_\_\_ Purebred Heifer Pen
- \_\_\_\_\_ Purebred Bull Pen
- \_\_\_\_\_ Steer Class
- \_\_\_\_\_ Pen of 2, Two Year Old Bulls
- \_\_\_\_\_ Judges
- \_\_\_\_\_ Herd Alley Walk
- \_\_\_\_\_ Cattleman's Choice
- \_\_\_\_\_ Single Open Heifer
- \_\_\_\_\_ Banquet Entertainment
- \_\_\_\_\_ Workshop Speakers
- \_\_\_\_\_ Exhibitors Lunch

**I will require a booth space**, fill out following page  
Determine size of booth space \_\_\_\_\_  
Please provide address & email for billing along with a contact name.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Deadline – November 23, 2013  
Please Mail the Sponsorship to  
Chris Haddow, Congress Coordinator  
Box 2292 Dawson Creek, B.C. V1G 4L1  
Phone: 250-786-5048 or Fax: 250-786-5041  
or E-mail: crcltd@xplornet.ca





**Peace Country Beef Congress  
Jan 9 & 10, 2015**

**W54005 000455**

**There will be various trade booth sizes available**

1. **10x10ft Booth Space.....\$ 350.00 +17.50 GST**
2. **10 x20 ft Booth Space.....\$ 650.00 + \$32.50 GST**
3. **10 x 30 ft Booth Space .....\$ 1000.00 + \$50.00 GST**

**Outside space available in addition to any trade booth size for \$250.00 + GST**

Space includes Curtains, skirted table and plug-ins, spotlights and chairs.

**All Sponsors have first opportunity for booth spaces.**

Yes, I will be attending the trade fair and require booth space

1. 10x10 ft booth space \_\_\_\_\_
2. 10x20 ft booth space \_\_\_\_\_
3. 10x30 ft booth space \_\_\_\_\_
4. Extra outside space \_\_\_\_\_
5. Star raffle @\$100.00 no GST

Total \_\_\_\_\_

Please include GST with all prices.

Please provide complete addresses and billing information, and a contact person. **Cheques can be made out to Peace Country Beef Congress**

**All booths must be paid for by November 23, 2014**

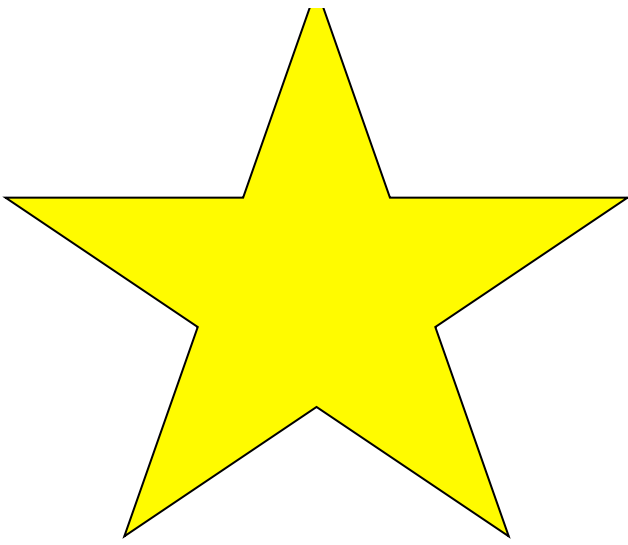
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Please Mail the Trade Booth form to  
Chris Haddow – PCBC Coordinator  
Box 2292  
Dawson Creek, B.C. V1G 4L1  
Phone: 250-786-5048  
Fax: 250-786-5041  
or e-mail: [crcltd@xplornet.ca](mailto:crcltd@xplornet.ca)



# STAR RAFFLE

The Peace Country Beef Congress brought the Star Raffle back in 2012 and it was a huge success for all involved! Trade booth and livestock exhibitors are invited to participate once again. Proceeds go towards local 4-H clubs who will be helping to sell tickets and to the Peace Country Beef Promotion Society.

Here's how it works:

- ☀ Livestock, trade booth exhibitors and sponsors (min of \$750.00) may purchase a star for \$100
- ☀ Each exhibitor participating will be given a star with a number on it to place at their booth or stall
- ☀ Throughout Congress weekend, tickets on the raffle will be sold to attendees for \$10
- ☀ Upon purchase of a ticket in the star raffle, the ticket purchaser must indicate which star they will choose if they win
- ☀ At the end of the weekend, a draw will be made and the winner will be awarded with a \$2500 prize package from the star exhibitor of their choice or \$1000.00 cash
- ☀ Credit or product type is up to the discretion of the star purchaser and this must be stated at the time the star is purchased
- ☀ \$2500 will be taken from the sale of the tickets to cover the cost of the prize

The Star Raffle was a huge success in 2014 and created a lot of excitement for those who purchased tickets. Exhibitors saw more traffic because of the raffle, as attendees tried to decide which stars they should choose!

*Don't miss out on the excitement  
of the STAR RAFFLE!*