



Peace Country Beef Congress

Dawson Creek, BC

January 10 & 11, 2020

LAKOTA AGRIPLEX

Sponsorship & Trade Booth Information

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Dawson Creek, BC

January 10 & 11, 2020

LAKOTA AGRIPLEX

Dear Potential Sponsor,

The Peace Country Beef Congress Board and organizers are please to officially invite you to be a part of the 22nd Annual Peace Country Beef Congress, the premier event of the Peace Country beef industry.

The Peace Country Beef Promotional Society has been organizing the very successful Peace Country Beef Congress since 1998. This is our 22nd year and we are excited to make it more exciting and with more cattle than ever before. The Peace Country Beef Congress Board of Directors invites all local agriculture industry and producers to be part of the 2020 show. The cattle industry is an economic pillar across the north and the Peace Country Beef Congress is a cornerstone event bringing industry members together to showcase livestock and products available to Peace Country producers. The committee strives to bring together all facets of the agriculture industry to put on a show and event that meets the marketing needs of beef producers and local agribusiness.

Please find the Sponsorship and Trade Show package for the 22nd Annual Peace Country Beef Congress enclosed. We are happy to be returning to the Lakota Agriplex in Dawson Creek, BC on January 10th & 11th, 2020. The sponsorship package is flexible and we are committed to ensuring that our Sponsors and Exhibitors are able to take part in this high value event in the way that best suits their needs.

After reviewing the Sponsorship and Trade Show package, please respond with your commitment online (www.pcbeefcongress.ca), by email (pcbeefcongress@gmail.com) or by mail (#20, 1405-102 Ave, Dawson Creek, BC, V1G 2E1). If you have any questions please contact the event coordinator, Kelly Smith, at pcbeefcongress@gmail.com or 780-933-1617.

We look forward to working with you to help create the 2020 Peace Country Beef Congress!

Sincerely,

The 2020 Peace Country Beef Congress Board of Directors



Platinum Sponsor

\$7,500

Media

Acknowledgement as a Platinum Sponsor in all newspaper, radio, print and web advertisements
Recognition as a Platinum Sponsor on PCBC website and social media

Program

Acknowledgment as a Platinum Sponsor on all posters, prize lists and in the event brochure

Signage

Signage in all winner's circle photos (approx. 3' x 6' and provided by you)
Choice of class to sponsor or banquet sponsor
Representative invited to present championship prizes in the classes sponsored and appear in championship photos in the show ring

Announcements

Announced as Platinum Sponsor in the show ring during the event, highlighted during sponsored class

Banquet Tickets

Up to 15 tickets to the Banquet (exact number as requested prior to event).



Gold Sponsor

\$5,000

Media

Acknowledgement as a Gold Sponsor in all newspaper, radio, print and web advertisements
Recognition as a Gold Sponsor on PCBC website and social media

Program

Acknowledgement as a Gold Sponsor on all posters, prize lists and in the event brochure

Signage

Signage in winner's circle photos (approx. 3' x 6' and provided by you)

Sponsor Class or Banquet

Representative invited to present championship prizes in the classes sponsored and appear in championship photos in the show ring

Announcements

Announced as Gold Sponsor in the show ring during the event, highlighted during sponsored class

Banquet Ticket

Up to 10 tickets to the Banquet (exact number as requested prior to event)



Silver Sponsor

\$2,500

Media

Acknowledgement as a Silver Sponsor in all newspaper, radio, print and web advertisements
Recognition as a Silver Sponsor on PCBC website and social media

Program

Acknowledgment as a Silver Sponsor on all posters, prize lists and in the event brochure

Signage

Signage in winner's circle photos (approx. 3' x 6' and provided by you)

Sponsor Class or Banquet

Representative invited to present championship prizes in the classes sponsored and appear in championship photos in the show ring

Announcements

Announced as Silver Sponsor in the show ring during the event, highlighted during sponsored class

Banquet Ticket

Up to 5 tickets to the Banquet (exact number as requested prior to event)



Bronze Sponsor

\$750

Media

Acknowledgement as a Bronze Sponsor in all newspaper, radio, print and web advertisements
Recognition as a Bronze Sponsor on PCBC website and social media

Program

Acknowledgement as a Bronze Sponsor on all posters, prize lists and in the event brochure

Signage

Signage in winner's circle photos (approx. 3' x 6' and provided by you)

Sponsor Class or Banquet

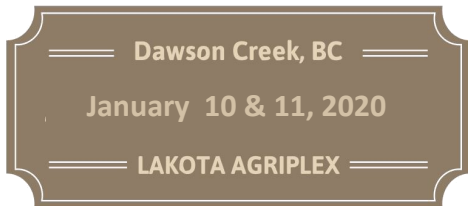
Representative invited to present championship prizes in the classes sponsored and appear in championship photos in the show ring

Announcements

Announced as Bronze Sponsor in the show ring during the event, highlighted during sponsored class

Banquet Ticket

2 tickets to the Banquet



Supporting Sponsor

< \$750

We welcome any and all sponsorship opportunities.

Please let us know what you would like to contribute and we will apply your sponsorship to a specific aspect of the show, such as:

- Facility Rental
- Shavings for stalls
- Master of Ceremonies
- Gift in Kind
- Silent Auction Items

Signage is welcome with any sponsorship and sponsors will be recognized at the show.

Sponsorship Deadline is November 30, 2019
Sponsorships will be accepted after this date, but some advertising deadlines may be past.

Please mail Sponsorship & Trade Boothe Commitments to:

Peace Country Beef Congress

#20, 1405-102 Ave, Dawson Creek, BC, V1G 2E1

Or email to pcbeefcongress@gmail.com

Or enter online at www.pcbeefcongress.ca



Trade Show

Our trade show this year will be more connected to show allowing you to be a greater part of the cattle show and making it even easier for your customers to spend time at your booth.

Home Business Table	\$150
Table	\$500
Table +1 piece of equipment	\$1000
Table + 2 pieces of equipment	\$1500
Outside Space	\$250/ piece of equipment

Sponsorship Deadline is November 30, 2019

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Thank you for your support!