



Partnership Program

Ontario Association of Agricultural Societies



Established over 160 years ago, the OAAS is the provincial association representing over 200 Agricultural Societies from across the province. Its mission is to act as a resource and a united voice for its Members by providing leadership through education and communication to encourage Agricultural Societies to promote agriculture and a rural way of life in Ontario.

In Ontario, Agricultural Societies are governed by the Agricultural and Horticultural Organizations Act. Their purpose is seen as being a community organization mandated with preserving and celebrating the rural way of life in Ontario. As the provincial association, the OAAS primary focus is to assist its 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. These 15 Board Members, with four 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. The convention, which brings together upwards of 1000 delegates from across the province, provides OAAS Members with education, information, and networking opportunities that are meant to improve the operations of the individual Agricultural Societies.

Mission Statement

"The Ontario Association of Agricultural Societies is a resource for its members, providing leadership through communication and education, and encouraging the promotion of a rural way of life in Ontario."

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 us in the continuing efforts to assist our Agricultural Societies to promote agriculture and a rural way of life now and into the future

Ontario Association of Agricultural Societies (OAAS)

Partnership Program Benefits



Titanium Sheaf – Donations of \$7500.00+

- ✓ Public recognition at a prominent event at the OAAS Convention
- ✓ Company/Organization signage prominently displayed at OAAS Convention
- ✓ Recognition in Convention Program and printed materials
- ✓ Recognition on OAAS website with a hyperlink using your logo
- ✓ Framed OAAS Certificate of Appreciation to be presented at a prominent convention event
- ✓ Complimentary Tradeshow space
- ✓ Six (6) Convention Registrations (see Convention Registration flyer for more information)
- ✓ Titanium Partner Recognition page in Convention Program
- ✓ Inclusion of Company provided printed material in our Registration packages/bags



Platinum Sheaf – Donations of \$5000.00 to \$7499.99

- ✓ Company/Organization signage prominently displayed at OAAS Convention
- ✓ Recognition in Convention Program and printed materials and on OAAS website with hyperlink
- ✓ Framed OAAS Certificate of Appreciation
- ✓ Four (4) Convention Registrations (see Convention Registration flyer for more information)
- ✓ Recognition on Platinum (or Platinum & Gold) Partner page in Convention Program
- ✓ Inclusion of Company provided printed material in our Registration packages/bags



Gold Sheaf – Donations of \$2500.00 to \$4999.99

- ✓ Company/Organization signage prominently displayed at OAAS Convention
- ✓ Recognition in Convention Program and printed materials and on OAAS website with hyperlink
- ✓ OAAS Certificate of Appreciation
- ✓ Three (3) Convention Registrations (see Convention Registration flyer for more information)
- ✓ Recognition on Platinum (or Platinum & Gold) Partner page in Convention Program
- ✓ Inclusion of Company provided printed material in our Registration packages/bags



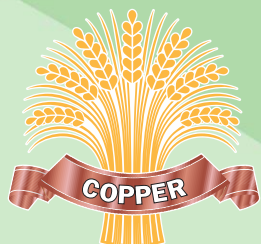
Silver Sheaf – Donations of \$1000.00 to \$2499.99

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



Bronze Sheaf – Donations of \$100.00 to \$999.99

- ✓ Company/Organization logo displayed at the OAAS Convention
- ✓ Recognition in Convention Program and printed material
- ✓ Inclusion of Company provided printed material in our Registration packages/bags



Copper Sheaf – Donations of under \$99.99

- ✓ Recognition in Convention Program

OAAS Convention Registration Information for Partners



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

February 13 to 15th, 2020

When 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 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
- OAAS Provincial Competition Displays:
 - Hand-Quilted Quilt Competition featuring 15 District Finalists and Grand Champion
 - Machine-Quilted Quilt Competition featuring 15 District Finalists and Grand Champion
 - Butter Tart Competition
 - Poster Competition
 - Chocolate Chip Cookie Competition
 - Photography Display and Competition

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

Proposed Partnership Program Opportunities

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

<i>Programs</i>	<i>Program Description</i>	<i>Opportunities</i>
Convention Related Partnership Opportunities		
1) Keynote Speaker	Convention Opening Meeting	Keynote Speaker sponsorship and Naming rights a) \$2,500 and up
2) Closing Motivational Speaker	Annual Meeting and Convention Conclusion	Speaker sponsorship a) \$1,000
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 a) \$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 to \$4,000
5) Family Entertainment Showcase	Friday Showcase featuring a variety of Family and Children oriented entertainment	Showcase sponsorship and Naming rights \$250 - \$500
6) Convention Ambassador Program	Program provides opportunities for over 70 Ambassadors to network with others and learn skills that will assist them in their duties as Fair Ambassadors. OAAS provides workshops, educational seminars, motivational speakers and other activities	Ambassador Program sponsorship a) Seminars & Workshops \$ 250 each and up b) Meals & snacks-\$ 500 c) General donation to program-various amounts

7) Registration Desk	Registration Packages – Bags, giveaways – Require minimum of 1200 items. NEW: there will be a \$50 charge for including Company provided printed material in our Registration bags	Registration Delegate Packages a) Bags - \$ 1,000 – 2,000 b) Giveaways – i.e. pens, notepads, flashlights, USB's, etc.
8) 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
9) OAAS Hospitality Suite	Entertainment/ Refreshments	Hospitality Suite Sponsorship and Naming Rights a) \$2,500
10) Annual Meeting Continental Breakfast	Delegates Refreshments for Closing Meeting (coffee, tea, muffins, etc.)	Sponsorship & Naming Rights a) \$8,000
11) Live Auction	We are looking for Companies, Organizations, Districts, Agricultural Societies and individuals to donate approximately 20 unique items for the Live Auction.	a) Live Auction items - value \$250+
12) Silent Auction	We are looking for Companies, Organizations, Districts, Agricultural Societies and individuals to donate items of various values for the Silent Auction	a) Silent Auction – various \$ values
OAAS Provincial Competitions – Displays open on Friday for viewing by all Convention delegates		
13) OAAS Champion Hand-Quilted, Quilt Competition	15 District Winners competing for Provincial Champion	a) \$ 1,000.00
14) OAAS Champion Machine-Quilted, Quilt Competition	15 District Winners competing for Provincial Champion	a) \$1,000.00
15) District (15) Quilt Competitions	1 st , 2 nd and 3 rd place Winners	a) \$200.00 / District - \$3000.00 Total
16) Chocolate Chip Cookie Competition	15 District Winners competing for Provincial Champion	a) \$500.00
17) Butter Tart Competition	15 District Winners competing for Provincial Competition	a) \$500.00
18) Poster Competition	15 District Winners in 3 age groups competing for Provincial Champion Youth Poster – Promoting Your Fair	a) \$500.00
19) Photography Competition	Provincial Competition	a) \$1,500.00

Other Partnership Opportunities

1) Ontario Fairs & Exhibitions Directory	3,500 Copies distributed throughout Ontario – Complete list of 215 Ontario Fairs and over 100 Service Members	Advertising a) Inside front page - \$750 b) Inside back cover - \$ 750 c) Outside back cover - \$ 750
2) Ontario Fairs & Exhibitions Fair Date Brochures	22,000 Copies distributed throughout Ontario – Complete list of Ontario Fair Dates	Sole Advertiser a) \$1,000 to \$2,000
3) First Impressions Program	This unique program offers an Agricultural Society the opportunity to look at their fair through others' eyes. It is a tremendous chance to identify opportunities to make improvements that make a difference in the guests' experience of your fair. A team from each Agricultural Society visits the other's fair and evaluates specific characteristics based on a visitors' "first impression". The feedback from these visits validates where the Agricultural Societies are doing a terrific job and identifies area for improvement. Gives Fairs great tools to help their fair grow.	Currently looking for a sponsor to help cover administrative, travel and accommodation costs for this program. Some fairs are not able to take advantage of this program due to lack of funds. Please contact Office Manager to discuss sponsoring this initiative.
4) OAAS Gazette	Online Newsletter Published Three Times Annually with Fair Industry News	Advertising fee for year a) Full page - \$500 b) ½ page - \$300 c) ¼ page - \$200

Ontario Association of Agricultural Societies (OAAS)



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

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: _____