



Merrickville Fair 2026

August 7 – 9, Merrickville Fairgrounds



SPONSORSHIP PROSPECTUS



WHY SPONSOR THE MERRICKVILLE FAIR

Drawing 2,000+ attendees, **The Merrickville Fair** is designed to celebrate agriculture, support local producers, promote local businesses, and create a welcoming space where people of all ages can participate. It has been a cornerstone of the rural community for generations and matters because it:

- Preserves our agricultural heritage, giving young people a chance to learn about farming, livestock, and rural traditions
- Unites people of all ages, fostering a sense of community unlike any other event.
- Supports local farms, businesses, and artisans, helping sustain the rural economy.
- Creates lifelong memories through family-friendly experiences that pass from one generation to the next.
- Is run by passionate local volunteers, reflecting the pride and dedication of our rural community.





SPONSORSHIP BENEFITS

Enhanced Brand Visibility and Recognition: Business name and logo featured on marketing & social media platforms, reaching a wide audience of youth, families, volunteers, and stakeholders.

Strengthened Community Image and Goodwill: Your sponsorship can project a positive image and show your investment in the community's future. Consumers are more likely to support businesses that demonstrate social responsibility.

Valuable Networking Opportunities: The event provides chances to network with other local businesses, community leaders, and potential partners, fostering new relationships and collaborations.

Unique Marketing Platform: Sponsorship can be more cost-effective than traditional advertising and allows businesses to connect with their audience on a deeper, more authentic level by supporting a cause that resonates with their shared values.

* All sponsorship levels receive a tax receipt

* Sponsorship recognition signs displayed on site during the event





SPONSORSHIP OPTIONS

CO-HOST - \$5,000 (1 for each of the 3 days)

- Recognition as Co-Hosting sponsor alongside **Merrickville Agricultural Society** on all promotional materials
- Prime logo placement on our Facebook page, website, and event marketing materials
- Acknowledgment during opening and closing remarks
- Premium location for complimentary booth space and placement of your banner and signage
- Opportunity to address attendees during the event
- 10 complimentary day passes

PLATINUM - \$1000

- Opportunity to sponsor a specific event (see next slide) with verbal recognition at the time of the event
- **OR** Naming rights for a specific zone for the day - for example: "Merrickville Fair Kid Zone"
- Prominent logo placement on event marketing materials
- Opportunity to place your banner / signage at the event
- Individual recognition on our Facebook page, website, and social media
- 4 complimentary day passes

GOLD LEVEL - \$500

- Opportunity to sponsor a specific event (see next slide) with verbal recognition at the time of the event
- Opportunity to place your banner / signage at the event
- Individual recognition on our Facebook page, website, and social media
- 2 complimentary day passes

SILVER LEVEL - \$250

- Recognition on our Facebook page, website, and social media
- Acknowledgment during the event / show
- 1 complimentary day pass

BRONZE LEVEL - up to \$100

- Group recognition on our Facebook page and website
- Acknowledgment during the event / show





PLATINUM & GOLD SPONSORSHIP OPPORTUNITIES

Naming Right Zones -Platinum

1. Beer Tent
2. Livestock Ring
3. Livestock Barn
4. Horse Arena
5. Exhibit Hall
6. Kids Zone
7. Main Entertainment Stage
8. The Track (horse, tractor, truck pulls)



Events & Attractions - Gold

1. Security Patrol
2. Porta-potties
3. Volunteer Dinner
4. Corn Hole Tournament
5. St. Lawrence Sword Fighters
6. Kids Zone Attractions (3 days)
7. Blacksmith Demo (3 days)
8. Sheep Shearing Demonstration
9. Sound & PA System



Events & Attractions - Platinum

1. Comedy Night
2. Community Dinner
3. Community Dog Show
4. Touch a Truck
5. Video Games To Go (x 2)
6. RV Trailer (x 2)
7. Canadian Lumberjacks (x 3 shows)
8. Jed the Mechanical Bull (x 2 days)
9. Petting Zoo (3 days)
10. Live Music (3 days)
11. Truck / Tractor Pull Sled





NEXT STEPS

If you're ready to become a sponsor with **The Merrickville Fair**, we ask that you complete the online sponsorship confirmation form (see link below). If you prefer to speak with our sponsorship director, please give Jake Drummond a call at 613-292-5412.

Payment can be made via Etransfer to: treasurer.mas2019@gmail.com

Cheques can be made out to Merrickville Agricultural Society.

*Please indicate what you are sponsoring when sending your payment.

After submitting the form, you'll receive follow-up communication to ensure you have all the necessary information to maximize your investment.

Click on this link: [The Merrickville Fair Sponsorship Confirmation Form](#)





Thank you for your time and consideration.



Executive:
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1st Vice President: Jacob Drummond
2nd Vice President: Logan Ried
Secretary: Lori McIntosh-Belanger
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Sharon Halpenny
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