



Saskatchewan Sheep Breeders' Association
www.sasksheepbreeders.com



Saskatchewan
Sheep Development Board

2213C Hanselman Ct.
Saskatoon, Saskatchewan
S7L 6A8

April 1, 2024

To Whom it May Concern

Each year for the past 47 years the Saskatchewan industry has hosted a summer sheep show and sale. On July 19th, 20th and 21st, 2024 the Saskatchewan Sheep Breeders Association and the Saskatchewan Sheep Development Board are co-hosting the **2024 Grasslands Sheep Exhibition** in Humboldt, SK at the Humboldt Uniplax.

The Grasslands Exhibition events include a sheep show and sale, trade show, shearing competition, fleece competition, wool working demonstrations, working dog demonstrations, educational activities, banquet and more. The Grasslands Sheep Exhibition is an important annual event for the sheep industry. Producers from across our province as well as neighboring provinces will be present to participate in event activities.

Producers and potential producers will be invited to learn about the sheep industry, talk to industry partners and have an opportunity to purchase superior quality purebred and commercial sheep that are raised in Saskatchewan and Canada.

This event can provide you with enhanced visibility in the sheep industry. We invite you to consider participating in the event with a trade show booth, sponsorship, or advertising. In turn, we will provide you and your organization recognition and exposure to sheep producers and industry partners. The success of the 2024 Grasslands Sheep Exhibition depends largely on the participation we receive from individuals and businesses for the event.

Trade show booths are approximately a 10x10 space with a table (no skirting) and two chairs at a cost of \$125. We can create a custom size booth if you prefer. Please contact Gord at (306)933-5582 or gordsheepdb@sasktel.net if you have any questions or need a custom sized booth.

Your sponsorship and advertising dollars provide sheep producers with valuable information and resources to capture opportunities in the industry. Please see our sponsorship and advertising packages below. We can customize a package for you if you prefer.

Your contribution to our industry will be acknowledged in industry communications such as Sheep Shape (quarterly industry magazine), our websites (<http://www.sasksheepbreeders.com/> and www.sksheep.com), social media, signage and verbal acknowledgement at the 2024 Grasslands Sheep Exhibition. You will in fact take part in one of the largest annual events of the Western Canadian sheep industry.

Please indicate your support by June 15, 2024. Please return your order form by email gordsheepdb@sasktel.net or by fax (306)933-7182. Once your confirmation is received, we will then invoice you appropriately.

If your support includes and advertisement, please send your print ready advertisement to gordsheepdb@sasktel.net.

If you would like to speak to someone about this opportunity, please call Gord 306-933-5582.

Thank you for considering this request,

Sincerely
2024 Grasslands Sheep Exhibition Committee



Sponsorship and Advertising Options

The 2024 GRASSLANDS Sheep Exhibition provides you with a great marketing, advertising and promotional tool which could be used to enhance your image and increase your sales in Saskatchewan and Canada. The GRASSLANDS Sheep Exhibition is a unique marketing occasion to reach the Saskatchewan and Canadian sheep producer's attention and influence their purchasing decisions. 2024 GRASSLANDS Sheep Exhibition guarantees its best efforts to acknowledge your corporation in printed materials and on our websites.

Thank you for your interest in the sheep industry and supporting this great event.

Diamond sponsorship -- \$750

Full page advertising in sale catalogue
Exhibitor's Social Invitation
3 Tickets for Banquet
Posted on SSBA & SSDB Website
Recognition signage on site
Recognition in Sheep Shape
10x10ft trade booth at trade show

Platinum sponsorship -- \$500

½ page advertising in sale catalogue
Exhibitor's Social Invitation
2 Tickets for Banquet
Posted on SSBA & SSDB Website
Recognition signage on site
Recognition in Sheep Shape
10x10ft trade booth at trade show

Gold sponsorship -- \$325

1/4-page advertising in sale catalogue
Exhibitor's Social Invitation
Posted on SSBA & SSDB Website
Recognition signage on site
Recognition in Sheep Shape

Silver sponsorship -- \$225

BC advertising in sale catalogue
Exhibitor's Social Invitation
Posted on SSBA & SSDB Website
Recognition signage on site
Recognition in Sheep Shape

Advertising in Catalogue Only

Business card 3.5" wide x 2" high \$ 75
Quarter page 3.75" wide x 5" high \$175
Half page (vertical) 3.75" wide x 10" high \$225
Half page (horizontal) 7.5" wide x 5" high \$225
Full page 7.5" wide x 10" high \$375

Trade Show Booth 10x10 ft--\$125

We can critique a sponsorship plan and trade booth space to suit your specific requirements.
Please contact us at 306-933-5582. Closing date for sponsorship and advertising is **June 15, 2024**.



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2024 Grasslands Sheep Exhibition Sponsorship, Advertising and Trade Show Order Form

Please return Order Form no later than June 15, 2024

Company/Farm Name: _____ Contact: _____

Email: _____ Phone/Cell: _____

Address: _____ City/Town: _____ Postal Code: _____

Sponsorship Package requested _____

Advertising only ad size requested _____

Trade Booth: 10x10ft space _____, Custom trade booth size _____

Comment: _____

Once your 2024 Grasslands Sheep Exhibition Order Form is received, we will then invoice you appropriately. All sponsorship, advertising, and trade booth space must be paid prior to the event.

Payment can be made by:

-Credit card by calling the Saskatchewan Sheep Development Board @306-933-5200

-By etransfer sending payment to sheepdb@sasktel.net

-By cheque by sending payment to

Saskatchewan Sheep Development Board

2213C Hanselman Court

Saskatoon SK

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Please make cheques payable to: Saskatchewan Sheep Development Board

Thank you so much for supporting the sheep industry!