



2024 ANNUAL SPONSORSHIP OPPORTUNITIES





ABOUT US

HERITAGE.
TRADITION.
COMMUNITY.

The Norfolk County Agricultural Society (NCAS) was formed in 1840, and operates under the Agricultural and Horticultural Organizations Act (Ontario). The non-profit organization operates a 48 acre facility in Simcoe, ON, with unique infrastructure and community-used greenspace. The Society produces five major events annually, highlighted by the marquee annual event, the highly-acclaimed Norfolk County Fair & Horse Show, and has been the recipient of numerous Canadian, provincial and local awards.



Over 500,000
visitors to
grounds
annually



Own and
maintain 48
acre property



Supported by
over 400
engaged
volunteers



5 Major
community
events
scheduled



Non-profit
charitable
organization



20k



3.8k



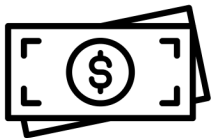
6.9k



191.3K



17.4k



Over \$30 million
economic impact



235+ Rentals
annually

MISSION

We strive to offer the premier entertainment facility in Norfolk County, hosting and producing year-round agricultural programs and special events.

We are committed to the great agricultural tradition of the annual fall fair, and to creating unique educational experiences in partnership with volunteers in our community.

VISION



WWW.NORFOLKAGSOCIETY.COM

2024 EVENTS



Eat & Drink Norfolk showcases the incredible food, wine and brews that Norfolk County has to offer, along with live local music. The event will expand this year, offering refreshed experiences for even more patrons. Acclaimed as one of Ontario's Top 100 Festivals & Events!

APRIL 4-6 **5000 attendees (19+)**



Norfolk Night Market - Summer Edition is a unique experiential artisan market showcasing local makers, musicians, food and beverage, with activities for all ages under the twinkle lights at the heart of the fairgrounds.

JUNE 7-8 **3000 attendees All AGES**



Supported by Amplify Norfolk, the 2024 Fairgrounds Festival will build on the groundwork of last year's event, showcasing two evenings of Party on the Track featuring live local musical acts, and large scale Headline National Artists in an immersive festival setting.

JUNE 14-15 **10,000 attendees ALL AGES/19+)**



If you've ever been to Ontario's oldest agricultural Fair, you know why it deserves to be ranked one of the largest fairs in Ontario along with the Canadian National Exhibition, and The Royal Winter Fair. Also ranked in the Top 100 Events by Festivals and Events Ontario, the Norfolk County Fair & Horse Show has it all!

OCT 8-14 **120,000 attendees All AGES**



A European-style traditional Christmas market, an experiential shopping experience, with food, beverage and entertainment. Workshops and activities for the whole family including horse drawn carriage rides and visits from Santa himself!

DEC 6-7 **2000 attendees ALL AGES**

NEW 2024 OFFERING: ANNUAL NCAS PARTNERSHIP FOR INVOLVEMENT AT ALL NCAS EVENTS

Partnering with the Norfolk County Agricultural Society provides sponsors at every level the unique opportunity to engage with the local and surrounding community, We provide the platform to showcase your brand, connect with local and visiting event goers and remain in touch with agricultural roots.

Scalable ANNUAL sponsorship packages are entirely customzied, start at \$10,000 and can include:

- **Impactful year-round branding, including recognition at EACH event**
- **Unique marketing activations**
- **Customized Social, Web and Email campaigns YEAR ROUND**
- **Vendor/exhibiting space at-events as appropriate**
- **VIP Experiences**
- **Event tickets & parking passes for ALL NCAS events**
- **Brand ownership and naming rights of Events and Features.**

ADDITIONAL OPPORTUNITIES

- **YEAR ROUND BUILDING NAMING RIGHTS**
- **EVENT PRESENTING & NAMING RIGHTS**
- **VIP HOSTING/EXPERIENCES**
- **VOLUNTEER PROGRAM SPONSORSHIP**
- **CAPITAL IMPROVEMENTS**
- **IMPROVEMENTS AND BEAUTIFICATION OF GROUNDS**
- **PHILANTHROPY, IN MEMORIAM DONATIONS, TAXABLE CHARITY SUPPORT**

**Support Our
Society
Get recognized in
your community.**

We have the flexibility to design specific programs geared to your business focus and goals, to reach your audience in the way that works for you.

GM@NORFOLKCOUNTYFAIR.COM
905-928-6632

**LET'S DISCUSS HOW WE
CAN WORK TOGETHER
YEAR-ROUND.**



WWW.NORFOLKAGSOCIETY.COM