

# 2024 PARTNERSHIP PACKAGE



STRENGTHENING ORGANIZATIONS THAT  
CREATE EXPERIENCES TO ENRICH  
COMMUNITIES ACROSS CANADA



## WHY BECOME A PARTNER?

This partnership program is a part of our strategy to diversify our revenue stream so that we can offer more and better programs and services within our industry, particularly at the convention. We have revamped our program to be more customizable to meet your needs and philanthropic targets. We are proud to have programming dedicated to youth, small fairs, volunteers and staff, to name a few, which we have found are key components of the industry that require additional support. Every partnership is extremely valuable to us and we look forward to having a discussion with you to ensure you will be completely satisfied with your return on investment.

## CONTACT INFO

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## ABOUT US

We are community builders. Those with the resolve and know-how to orchestrate moments that rally us to each other's side and invigorate our collective conscience. Our organizations recognize the power of the stage and spotlight in providing a showcase to honour the diversity of thought, history, skills and teachings that make us who we are.

The Canadian Association of Fairs and Exhibitions exists to provide member organizations with a united voice, programs and tools to spur the kind of open collaboration, shared learning and coordinated action that a vibrant sector needs to thrive. And never has this collective effort been more needed. Our organizations are facing unprecedented challenges that have re-shaped the landscape.

While our sector is diverse, our desire to enrich community is our shared purpose.

Where others see differences, we see reasons to get together.

*For almost 100 years, the Canadian Association of Fairs and Exhibitions (CAFE) has focused on helping industry reach its full potential. We do this by organizing professional development, advocating for our industry's interests and providing unique learning opportunities. We currently reach to 743 fair and exhibition organizations and countless service providers across Canada. The Canadian fair and exhibition industry sees more than 35 million visitors each year through their 17,000+ events and activities, with an estimated economic impact of \$2.9 billion on local communities, the majority of those being rural.*

*Canadian fairs and exhibitions have been a substantial and integral part of the fabric of Canadian life for centuries and many have been in existence prior to Canada's confederation. These time-tested organizations host premiere Canadian events that established and continue to maintain our national identity.*

## 2024 CONVENTION

Our 2024 convention will be held at the Sheraton Parkway Hotel in Richmond Hill, Ontario, from November 13 to 15, 2024.

We are excited to bring delegates from across Canada to learn, share and experience.

We'll meet you there!

# PARTNER LEVELS

We believe a partnership is a relationship that is built on supporting each other, which is why we have designed this partnership package to give you examples in order to let you select what your organization is passionate about. Every package is base on mutual ideas customized to meet your needs. If you would like to partner in something not listed here, do not hesitate to start the conversation with us!

## What's included?

- Recognition on the CAFE website, event site, powerpoint, magazine and convention program
- Publicity on signage at relevant event and registration desk
- Listing in sponsor directory
- Discount on advertisement in next edition of the Canadian Fair News
- Discount on convention registration

**\$500**

## What's included?

- All of the above
- One complimentary convention registration
- Recognition in convention e-communications
- Promotional material in delegate kits

**\$1000**

## What's included?

- All of the above
- Discounted advertisement in CAFE e-news
- Opportunity to introduce selected event

**\$2500**

## What's included?

- All of the above
- Opportunity to introduce a selected event
- An additional complimentary convention registration
- Recognition on social media
- Opportunity to customize partnership package

**\$5000**

## What's included?

- All of the above
- Opportunity to make remarks at the awards or opening eventing
- Homepage recognition
- Recognition on promotional material
- Opportunity to customize partnership package

**\$7500+**

**There are additional opportunities available, and we'd be happy to put together a customized package based on your needs. Please reach out to discuss these possibilities.**