



**2024 Sponsorship
Package**

Who are We

Woodstock Old Home Week Agriculture Exhibition is a non profit organization led by community minded volunteers. 2024 marks our 76th anniversary of providing quality entertainment with a little something for everyone. We are committed to maintaining our roots as an Agriculture Exhibition with events like the 4H Achievement Day, Holstein Show, and Horse Pulling which reflect the traditions that shaped our rural communities. We also know events like the Parade, Lawnmower Racing, Demo Derby, and our Truck & Tractor Pull have that WOW factor people love. We continue to strive towards showcasing local talent and artisans by re-establishing our Hobby Show and providing a stage that allows them their moment to shine.

When & Where

Woodstock Old Home Week is being held from July 27th through August 3rd this year, with the exception of our Truck & Tractor Pull happening July 12th & 13th. All events will take place at the Connell Park Raceway & Grandstand, AYR Motor Centre and McCain Community Theatre at Woodstock High School.

Why Sponsor?

Organizing, promoting and executing successful events wouldn't be possible without the support from our sponsors. With requests for sponsorships being so plentiful, we want to provide you with packages that can boost your community image, market your brand and build customer relations. We are committed to making sure our sponsors can:

REACH an active and social audience
SHOWCASE products or initiatives
BOOST their community presence
INCREASE brand awareness
CONNECT with new potential consumers

Our Demographics

Catchment Area Population: 33,000

72% of our attendees are families

Event Attendance 2023

Truck & Tractor Pull
2800+ Spectators

Lawnmower Races
1200+ Spectators

Against the Ropes Boxing
700+ Spectators

Derby
3500+ Spectators

Midway
8800+ Patrons



7210
followers



729
followers



Webpage

16,724 Hits
(07/01/23-
08/12/23)

Our Packages

Main Sponsor

\$2500 +

- Banners on grounds and at key events
- Sponsorship sign provided by fair
- 10 x 10 Booth in our Exhibit Building
- Acknowledgement on website, social media, and ads
- Most recognition on promotional materials
- 2 All Access Passes, 10 Event Passes, 4 Midway Bracelets

Supporter

\$750 +

- Signage on grounds
- Acknowledgement on website, social media
- Recognition on promotional materials
- 2 Event Passes, 1 Midway Bracelet

Partner

\$1500 +

- 1 Large Banner on grounds
- 10 x 10 Booth in our Exhibit Building
- Acknowledgement on website, social media, and ads
- High recognition on promotional materials
- 1 All Access Pass, 5 Event Passes, 2 Midway Bracelets

Friend Of OHW

\$250+

- Acknowledgement on website, social media & grounds
- Recognition in booklets
- 1 Event Pass

Customized Packages

If none of these options speak to you but you'd still like to contribute, talk to us about something tailored just for you!

Event Sponsor

\$500-\$5000

Interested in sponsoring a specific event?

Work with us to create a package that matches your donation and needs.

Interested?

Email oldhomeweekcommittee@gmail.com

Sponsorship Form

Company/Individual Name (tax receipt purposes):

How would you like your name to appear in recognition material: _____

Contact Person: _____

Phone: _____

Email: _____

Choose which of the following packages you'd like:

- ☐ Main Sponsor
- ☐ Partner
- ☐ Supporter
- ☐ Friend of OHW
- ☐ Customized
- ☐ Event Sponsor

OHW Address:
103 Connell Park Rd
Woodstock, NB
E7K1M5

Cheques can be made payable to **Woodstock Old Home Week**
Or E-transfer to **oldhomeweekcommittee@gmail.com**

Our committee will contact all sponsors
regarding advertising material and logos.

Thank you for your continued support of

