



*Shine Bright Like  
A Diamond*

2023 Sponsorship Package

# Who are We

Woodstock Old Home Week Agriculture Exhibition is a non profit organization led by community minded volunteers. 2023 marks our 75th 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, Woodsmen Competition, and Horse Pulling which reflect the traditions that shaped our rural communities. We also know events like the Parade, Miss New Brunswick, 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 29th through August 5th this year, with the exception of our Truck & Tractor Pull happening July 14th & 15th. All events will take place at the Connell Park Raceway & Grandstand, AYR Motor Centre and McCain Community Theatre at Woodstock High School.



Mr. Frederick O. Creighton had an idea for a week long festival. With the help of the Rotary Club, the 1st OHW happened the last week of August.

OHW organizers decide to move dates for celebration to the last few days of July, first few days of August

OHW's fashion show gets a facelift and the 1st Miss NB pageant is held with Marion Corey as its winner.

## Timeline

1948

1949

1955

# Event Schedule

July 14 & 15

- Woodstock Truck & Tractor Pull

July 29

- Joe McGuire Road Race
- Horse Pull
- Lawnmower Racing
- Summer Shindig

July 30

- Parade- This year's theme is 'Take me Back to the 50's'.  
Contact Andrea Anderson @ 323-9379 to enter your business or organization
- Gospel Concert

July 31

- Miss NB Talent

August 1

- Miss NB Pageant

August 2

- Exhibition & Campbell Amusements Open
- Little Miss/Junior Miss Woodstock Pageant

August 3

- Exhibition & Campbell Amusements Open
- Holstein Show
- Wrestling

August 4

- Exhibition & Campbell Amusements Open
- Maritime Lumberjack Association Woodsmen Competition
- Yuk Yuk Comedy Show

August 5

- Exhibition & Campbell Amusements Open
- Demo Derby & Tuff Trucks
- Boxing Event
- Country Concert
- Fireworks

OHW moves from its home of 20 years on Island Park, to the newly built Connell Park.

OHW incorporates! The commission elects a brand new board or directors. First order of business, construction of 3 exhibit buildings.

Our 25th Anniversary! Karnes Family Day makes its debut.

Big year for the creation of 2 events that would become iconic for OHW Truck & Tractor Pull Demolition Derby

1968

1969

1972

1978

# 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 2022

Truck & Tractor Pull  
2630 Spectators

Lawnmower Races  
1,825 Spectators

Resurrection Boxing  
790 Spectators

Derby  
3,610 Spectators

Midway  
8350 Patrons



6250  
followers



517  
followers



12,124 Hits  
(07/01/22-  
08/12/22)

Webpage

The Big 5-0!  
Celebrating 50  
years of Carleton  
County  
traditions.

1997

For the first time since  
it's inception, Old Home  
Week is completely  
cancelled due to  
regulations surrounding  
the Covid Pandemic

2020

After no OHW in  
2020 and only outdoor  
events in 2021, OHW  
returns to full capacity  
for the most  
successful year in the  
festival's history

2022



2023

# 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

## 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

## Supporter

**\$750 +**

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

## Friend Of OHW

**\$250+**

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

## Event Sponsor

**\$500-\$5000**

Interested in sponsoring a specific event?

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

## 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!

*Interested? Let's Talk! Call Mandy at 323-0802 or email [oldhomeweekcommittee@gmail.com](mailto: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  
Woodstock Old Home Week!*

