

Victoria Trail Agricultural Society

PROJECT SPONSORSHIP PACKAGE



WELCOME

About VTAS and our re-surfacing project

Thank you for considering our project sponsorship opportunities.

Victoria Trail Agricultural Society (VTAS) is a not-for-profit community group that provides programs, services and facilities to Waskatenau, Alberta, and surrounding areas.

In 1961, an enthusiastic group of community members gathered with the intent to form an agricultural society. During the first meeting, the group pledged to improve livestock, grain, seed and hay activities through sponsorship of shows and fairs. For the homemaker, they agreed to promote vegetables, flowers, handicrafts and baking through sponsorship of bench shows. 4-H clubs and educational tours were also deemed an important focus for the society.

Today, VTAS:

- Operates a multi-complex building comprising of an indoor arena and fitness centre.
- Maintains a skateboard, basketball and ice-skating park adjacent to the building.
- Organizes an annual community fair consisting of a horse show, kids entertainment, parade and slow pitch tournament.
- Hosts equestrian activities and competitions for riders of all ages.

Our facility was originally constructed in the early 1970s and has since withstood the test of time. In recent years, our organization has made significant changes to the facility as part of a two-phase re-purposing project. Phase 1 entailed converting the ice hockey arena into an all-purpose indoor arena predominantly used by equestrian enthusiasts, but not exclusive to other uses, such as archery competitions, dog exercising, ATV operational training and sports training. In phase 2, we converted the foyer and dressing rooms into a fully equipped 3,300 square foot fitness centre with 24/7, 365 accesses via an electronic system. These changes have been very well received by the community and our facility has become popular not only with locals, but with visitors as well.

This brings us to our third and final phase of re-purposing – *re-surfacing the entire facility to ensure the longevity of our building for future generations*. We are currently seeking support from organizations like yours to help us achieve this goal. We encourage you to review the following sponsorship opportunities and contact us at your convenience for further discussion.

PLATINUM


Platinum | \$50,000

Platinum sponsors receive:

- Permanent signage inside the facility with your company name or logo named as a “Platinum Sponsor”
- *Named as the key sponsor of the next available VTAS Fair Days in Waskatenau
 - Example: “VTAS Fair Days in Waskatenau brought to you by XXX”
- Permanent logo inclusion on our corporate website (victoriatrailag.com)
- Permanent logo inclusion on our VTAS Fitness Centre website (vtasfitnesscentre.com)
- Logo inclusion in the monthly VTAS Fitness Centre e-newsletter for 1 year
- Logo displayed as Facebook cover photo for 8 weeks on corporate and VTAS Fitness Centre Facebook pages
- 4x blog article features on our corporate website over a 2-year period
- 8x sponsor recognition posts on Facebook over a 2-year period
- A “thank you” to your organization published in our local newspaper (Redwater Review)
- Certificate of appreciation

*Being named as the key sponsor for the next available VTAS Fair Days in Waskatenau will include significant exposure. For example, in 2022, event promotion took place over a 4-month period via social media, newspaper advertisements and word-of-mouth, reaching local community members and thousands of individuals across Central Alberta.

Additional sponsorship opportunities are available to platinum sponsors, such as fitness centre or indoor arena memberships and increased social media exposure. These items must be negotiated with and accepted by the VTAS executive committee.



GOLD

Gold | \$25,000


Gold sponsors receive:

- Permanent signage inside the facility with your company name or logo named as a “Gold Sponsor”
 - Permanent logo inclusion on our corporate website (victoriatrailag.com)
 - Permanent logo inclusion on our VTAS Fitness Centre website (vtasfitnesscentre.com)
 - Logo inclusion in the monthly VTAS Fitness Centre e-newsletter for 1 year
 - Logo displayed as Facebook cover photo for 6 weeks on corporate and VTAS Fitness Centre Facebook pages
 - 2x blog article features on our corporate website over 2-year period
 - 6x sponsor recognition posts on Facebook over 2-year period
 - A “thank you” to your organization published in our local newspaper (Redwater Review)
 - Certificate of appreciation
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SILVER

Silver | \$10,000


Silver sponsors receive:

- Permanent signage inside the facility with your company name or logo named as a “Silver Sponsor”
 - Permanent logo inclusion on our corporate website (victoriatrailag.com)
 - Permanent logo inclusion on our VTAS Fitness Centre website (vtasfitnesscentre.com)
 - Logo inclusion in the monthly VTAS Fitness Centre e-newsletter for 1 year
 - Logo displayed as Facebook cover photo for 4 weeks on corporate and VTAS Fitness Centre Facebook pages
 - 1x blog article feature on our corporate website
 - 4x sponsor recognition posts on Facebook over a 12-month period
 - A “thank you” to your organization published in our local newspaper (Redwater Review)
 - Certificate of appreciation
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BRONZE

Bronze | \$5,000


Bronze sponsors receive:

- Permanent signage inside the facility with your company name or logo named as a “Bronze Sponsor”
 - Permanent logo inclusion on our corporate website (victoriatrailag.com)
 - Permanent logo inclusion on our VTAS Fitness Centre website (vtasfitnesscentre.com)
 - Logo inclusion in monthly VTAS Fitness Centre e-newsletter for 1 year
 - Logo displayed as Facebook cover photo for 2 weeks on corporate and VTAS Fitness Centre Facebook pages
 - 1x blog article feature on our corporate website
 - 2x sponsor recognition posts on Facebook over a 12-month period
 - A “thank you” to your organization published in our local newspaper (Redwater Review)
 - Certificate of appreciation
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SUPPORTER

Supporter | \$1,000

Supporter sponsors receive:

- Permanent logo inclusion on our corporate website (victoriatrailag.com)
 - Permanent logo inclusion on our VTAS Fitness Centre website (vtasfitnesscentre.com)
 - A “thank you” to your organization published in our local newspaper (Redwater Review)
 - Certificate of appreciation
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SPONSORSHIP COMMITMENT FORM

Thank you for becoming a valued project sponsor. Please provide the following information.

Company: _____

Primary Contact: _____

Address:

Phone: _____

Email: _____

Select your preferred sponsorship level:

- Platinum | \$50,000
- Gold | \$25,000
- Silver | \$10,000
- Bronze | \$5,000
- Supporter | \$1,000

Please email a completed copy of this form to plaz@telusplanet.net or mail to:

Victoria Trail Agricultural Society
PO Box 159
Waskatenau, AB
T0A 3P0

*Thank you for contributing to the longevity
of our facility for future generations.*

