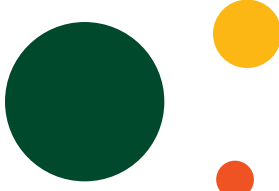


# Sponsorship Opportunities

*Sponsor an event at the CRE and reach more of your customers in person.*





Camrose Regional Exhibition & Agriculture Society (CRE) is a charitable, non-profit community organization. Started in 1908 with the objectives of encouraging improvement in agriculture, horticulture, and homemaking, resulting in an improved quality of life for members of the community.

CRE is a multi-purpose agriculture, entertainment, education, and leisure complex situated on 480 acres of land located one kilometer east of downtown Camrose. We rent indoor/outdoor space for event planners, community organizations and have one of the best music festival grounds in Western Canada...but we are so much more than our grounds!

CRE is dedicated to creating as many opportunities as possible for the community to experience, learn and gather.

- In 2020, we started our FREE-RE events which are put on monthly and free for the public to attend.
- We also developed the Training Tomorrow's Leaders program training high school students on real life skills such as cooking, backing up a trailer and balancing a budget.
- Every summer we give-away raised garden beds to families that would not have the opportunity to produce their own vegetables and commit to training/assisting them whenever they need it.

### **CRE Values include the following:**

- Promotion of Rural Life in every event we host.
- Profitability and Sustainability.
- Training Tomorrow's Leaders.
- Collaboration with clients, community, suppliers, and partners.
- Innovative Solutions.
- Safety.
- Respect for each other, our clients, and our community partners.
- Being flexible and adaptable, to respond to whatever challenge presents itself.

As a non-profit, we depend on people and organizations to launch new opportunities for the community to gather and celebrate. We would love your support to continue to make IT HAPPEN HERE for the Camrose area.

### CANADIAN BULL CONGRESS

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**Dates:** 3rd weekend in January  
**Number of Years:** 35 years in 2022

**Event Summary:** Canadian Bull Congress is a growing local beef show in Camrose, Alberta. Celebrating a 35-year history of bringing together exhibitors to showcase their livestock and trade exhibits; we are simultaneously celebrating the past while paving the way forward towards an even greater, innovative, sustainable show.

**Audience:** 7500 Visitors - Cattle Industry/Agriculture Industry.

**Sponsorship Value Range:** \$500 to \$10,000 as well as Gift In-kind Partnerships



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### CRE AG DAYS

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**Dates:** February 2023  
**Number of Years:** New

**Event Summary:** CRE Ag Days is a NEW, FREE educational program that was built off the success of the Canadian Bull Congress School Program and expanded to teach students from the greater Camrose area about Alberta's vital agricultural industry! CRE Ag Days will provide a high quality, hands-on and inquiry-based agriculture education experience to improve both student and teacher perception of farmers and the agriculture sector through increasing well-rounded understanding of where food comes from, how it is produced and how it is distributed.

**Audience:** 1500 Students plus parents, grandparents, and teachers. Open to community to learn about the agriculture industry in East Central Alberta.

**Sponsorship Value Range:** \$500 to \$10,000





### CRE HAM & TURKEY BINGO

**Dates:** April 13, 2022

**Number of Years:** NEW

**Event Summary:** CRE will be hosting an evening of Bingo in 2022 with a unique twist! As an agriculture society, we are always mindful to promote agriculture in every event so this bingo will feature the opportunity to win Hams & Turkeys supplied by local producers just in time for Easter celebrations.

**Audience:** 150 to 500 Camrose residents 18+.

**Sponsorship Value Range:** \$250 to \$1,000

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### CRE ACREAGE & GARDEN SHOW

**Dates:** Last weekend in April 2022

**Number of Years:** New

**Event Summary:** The show is dedicated to enhancing life in rural areas including small farms, acreages, lake lots and homes with wide open spaces. It's also focused on the love of gardening and all the benefits that growing a garden can bring. It promises to be a unique event that attracts all ages - focusing on the acreage lifestyle, with unique ideas for gardening fanatics - all with a bit of home show feel. Features will include a Learning Stage, Trade Show and Garden Lounge.

**Audience:** New Event but targeting over 2,000 people over 2 days.

**Sponsorship Value Range:** \$1,500 to \$3,500



### CRE OKTOBERSTOCK

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**Dates:** September 17th, 2022  
**Number of Years:** NEW

**Event Summary:** The Camrose Regional Exhibition (CRE) is pleased to announce the launch of an exciting new one-day fall festival called Oktoberstock. A truly unique event, Oktoberstock is a twist on the traditional German Oktoberfest that will feature a day of activities and promote the diversity of the community of Camrose and the region. Capitalizing on our experience and facilities for Big Valley Jamboree, Oktoberstock will feature and promote local musicians, folk and original performers, and food in a format that will be affordable to facilitate community wide accessibility.

**Audience:** 1,500 + Oktoberstock promises to be a great event the whole family can enjoy.

**Sponsorship Value Range:** \$1,000 to \$15,000

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### CRE NIGHTMARE ON EXHIBITION DRIVE

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**Dates:** October 2022  
**Number of Years:** New

**Event Summary:** CRE will be developing a new event in 2022 focused on all things Halloween! We will be partnering with other non-profits in the Camrose region to develop a collaborative Halloween celebration with the community featuring such activities as: Haunted Barn, Halloween Howl Dance, Haunted Animal Scavenger Hunt

**Audience:** 750 + Target is families within the Camrose Region.

**Sponsorship Value Range:** \$250 to \$2,500

### CRE HOLIDAY HAPPENINGS

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**Dates:** November 18/19, 2022

**Number of Years:** Revamp of Festival of Trees

**Event Summary:** CRE will be finally relaunching its contribution to the Holiday Season event in November 2022. This Friday/Saturday event will feature: Camrose Community Stage, Teddy Bear Disco, Pictures with Santa, and Mrs. Clause Tea House. This event is significantly scaled back and does not include a tradeshow but focuses on keeping the favorite activities from the old Festival of Trees.

**Audience:** 2,500 to 5,000 Camrose and area families.

**Sponsorship Value Range:** \$500 to \$7,500

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### CRE YOUTH LEADERSHIP SERIES WORKSHOPS – 2022

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**Dates:** 3 sessions in Spring 2022

**Number of Years:** New

**Event Summary:** CRE will be launching 3 workshops in early 2022 that were most popular from our Training Tomorrow's Leaders program. These workshops will allow Youth and all those interested in developing skills or education in attending. The focus for the three sessions includes: Farm Tour, Trailer Backing up skills, and a career development workshop.

**Audience:** Ranges from 30 participants to 50 participants depending on the activity.

**Sponsorship Value Range:** \$250/workshop or support the whole series starting at \$700



### CRE FREE-RE EVENTS

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**Dates:** Happens Monthly

**Event Summary:** FREE-RE events are free to attend community events that will happen 9 times in 2022 (monthly except for July, August and December) at the CRE. These events are meant to bring the community together doing activities that are family friendly. 2021 FREE-RE events included: Drive In Movies, Pumpkin Paint Night, Virtual Open Mic (TBD).

**Audience:** We target and attract families from across the Battle River Trading district and past attendees have travelled from Wetaskiwin, Tofield, Stettler, etc.

**Sponsorship/Event:** \$500/month or become a yearly Supporter starting at \$2,000/year



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### CRE TRAINING TOMORROW'S LEADERS STARTS SEPTEMBER 2022

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**Dates:** Twice a month Sept. 2022 to April 2023

**Number of Years:** New

**Event Summary:** TTL is a program the CRE created to help prepare youth in our community for future careers and provide you with the practical skills that will serve you well long after graduation. The program will focus on skills not covered in school, or in after school programs and is open to students from grades 9 - 11 in the Battle River School Division and Elk Island Catholic Schools.

**Audience:** 12-16 Youth.

**Sponsorship Value Range:** \$500/month or become a yearly supporter starting at \$2,000/year



