

Partnership Opportunities

Partner with 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

Dates: January 19-20, 2024

Number of Years: 37 years in 2024

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.

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



CRE AG DAYS

Dates: various dates throughout the year. Please check out www.cre.ab.ca for updated events, dates and times.

Number of Years: NEW

Event Summary: With CRE's refocus on all things Agriculture, Ag Days will explore past and present Agriculture in Alberta, as well as draw attention to the future of Alberta Agriculture. Ag Days will include events like the Canadian Bull Congress School Program, bus tours to Agriculture Trade shows and our Future-Focused Speaker Series. Our goal is to expose and emphasize the value of Alberta's Agricultural industry, no matter how large or small the operation.

Audience: Contact us at the number below or email Dianne at dkohler@cre.ab.ca to talk about a customized partnership package.



CRE HAM & TURKEY BINGO

Dates: October 5, 2023 & March 28, 2024

Number of Years: 2

Event Summary: CRE will be hosting an evening of Bingo again in October 2023 and March 2024! 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 Thanksgiving and Easter celebrations.

Audience: 150 to 500 Camrose residents 18+.

Partnership Value Range: \$250 to \$1,000

CRE ACREAGE & GARDEN SHOW

Dates: April 13-14, 2024

Number of Years: 3

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: 2,000+ people over 2 days.

Partnership Value Range: \$1,500 to \$3,500





CRE OKTOBERSTOCK

Dates: October 2024

Number of Years: 2

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.

Partnership Value Range: \$1,000 to \$15,000

THE CRE GREAT PUMPKIN DROP

Dates: October 22, 2023

Number of Years: 2

Event Summary: In October, CRE is focused on all things Halloween! Once again, we are hosting THE GREAT PUMPKIN DROP! This FREE-RE event has really grown to become as legendary as the pumpkin itself! With attractions like food trucks, Farmer Ninja course for kids, the BGC Camrose Haunted House open during and after the event, and FREE hot chocolate or hot cider, you do not want to miss this spooktacular event! Make sure you get a photo with the Giant Pumpkin before it drops!!

Audience: 3000+ including the Camrose and Battle River Trading regions.

Partnership Value Range: \$250 to \$2,500





Rural Opportunities Podcast

RURAL OPPORTUNITIES PODCAST

Dates: Ongoing since 2020

Number of Years: 3

Event Summary: As an agricultural society, we have a long and rich history of rural, community and agriculture involvement. CRE believes in the power of rural communities and that they are vital to the prosperity of our province and beyond. On this podcast, we talk about rural opportunities and challenges and have conversations with the movers and shakers of rural. Thank you for joining us!

Audience: unlimited, international

Partnership Value Range: \$500 to \$7,500



CRE FREE-RE EVENTS

Dates: Happens Monthly

Event Summary: FREE-RE events are free to attend community events that happen throughout the year. These events are meant to bring the community together doing activities that are family friendly. Examples of past FREE-RE events included: Drive In Movies, The Great Pumpkin Drop Day, Bullying Enns Show and Shine, and so on.

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



CRE TRAINING TOMORROW'S LEADERS STARTS OCTOBER 2023

Dates: Twice a month from Oct. 2023 to April 2024

Number of Years: 2

Event Summary: Training Tomorrow's Leaders 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 - 12 in the Battle River School Division and Elk Island Catholic Schools.

Audience: 12-16 Youth.

Sponsorship Value Range: \$500/month or become a

CREATE THE NEXT CAMROSE EVENT

Dates: Ongoing

Number of Years: NEW

Event Summary: Do you have a great idea for a great event? Why not partner with the CRE to help your idea become the next great Camrose event?! At the CRE, we have the facilities, the materials and the expertise to turn your vision into reality!

To start the initial discussions about partnering with the CRE, begin the planning stages of your event by simply calling the number at the bottom right hand of this page. You can reach our Client Specialist, Shawna, or you can email her at shawnah@cre.ab.ca You can also reach out to our Executive Director, Dianne, at the same number or email her at dkohler@cre.ab.ca

At CRE, we have a great history of partnering closely with the community and we would love that next partnership to be with you!



