

 **SANTA**  
AT THE FAIRGROUNDS



Thank you for considering our sponsorship proposal for our second annual **Santa at the Fairgrounds** event, taking place over three weekends in December from 10am to 4pm. The dates will be December 2-3, 9-10 and 16-17, 2023.

The Halton Agricultural Society, a non-profit organization, owns and operates the Milton Fairgrounds, which are available year-round for many charitable and for-profit events.

The Halton Agricultural Society is bringing holiday cheer (and Milton's favourite Santa) to the Fairgrounds again. Families will be able to visit the grounds, shop local vendors, and take a photo with Santa Claus. New this year, families will also be able to relax by our outdoor fire pits, and roast marshmallows for s'mores! This event has no admission fee, with hopes of bringing the Holiday Spirit to our Milton Residents and to provide exposure to our generous sponsors.

In exchange for a \$500 sponsorship, you will receive the following:

- Option to utilize a one-day vendor spot at the event to promote your business
- Corporate logo on event page of the Milton Fall Fair website
- Live link from our website to your company/brand site
- Logo included in print and virtual advertisements
- Promotion via our social media accounts (Facebook and Instagram)
- Name and logo appearing on signage at event
- Logo included in colouring books distributed to each family at the event
- Opportunity to include promotional material (i.e. business coupon/voucher) with colouring book
- Sponsorship is inclusive of all three *Santa at the Fairgrounds* weekends

The success of our inaugural event in 2022 increased our social media reach to over 5,600 followers and this number continues to climb as we promote this year's event. We had over 500 families visit the event in 2022, with positive feedback across the board!

You have our commitment to provide the best possible exposure and presence at this event. Your sponsorship will not only allow us to produce a high quality event but will provide an opportunity for all of Milton to continue this holiday tradition at the Fairgrounds. Thank you for your valuable time and consideration. We look forward to working with you.

Sincerely,  
Santa at the Fairgrounds Committee - Halton Agricultural Society

Office Location: 136 Robert Street, Milton, ON  
Mailing Address: 8490 Lawson Road, P.O. Box 142, Milton, ON, L9T 8T3  
Phone: 905-878-5689 Fax: 905-875-1491  
Email: [santaatthefairgrounds@gmail.com](mailto:santaatthefairgrounds@gmail.com) / [miltonfair@cogeco.net](mailto:miltonfair@cogeco.net)

## 2023 SANTA AT THE FAIRGROUNDS SPONSORSHIP

Name of Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

Contact Name: \_\_\_\_\_

To receive full sponsorship package benefits there is a minimum donation of \$500, but all other contributions are welcome, and will be recognized.

Sponsorship Amount: \$ \_\_\_\_\_  Please Send an Invoice

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

All cheques must be payable to *Halton Agricultural Society*. Full payment and completed form must be received in order to confirm event sponsorship. Please return as soon as possible in order to maximize your promotional opportunity.



**Please Note:** Completed sponsorship form and payment can be returned by mail or in person during our office hours on Tuesday and Thursday 10am – 3pm, or contact our office to set up other payment arrangements at (905) 878-5689 or via email to [santaatthefairgrounds@gmail.com](mailto:santaatthefairgrounds@gmail.com)

Thank you for your support in helping to make the Holiday Season a Special time of year in Milton.