

LINDSAY, ON

# BONANZA 2022

JULY 26TH - 30TH



**THE NATIONAL JUNIOR HEREFORD SHOW FEATURING  
OPEN, BRED & OWNED, HEIFER LOTTERY AND  
COMMERCIAL SHOWS, ACCOMPANIED BY HEREFORD  
WEEK IN CANADA!**

## **SPONSORSHIP PACKAGE**

**BECOME A SPONSOR TO BE A PART OF THIS AMAZING  
OPPORTUNITY TO ENGAGE WITH THE HEREFORD COMMUNITY!**



Dear Hereford Enthusiast,

The Ontario Junior Hereford Association is pleased to announce that Bonanza, the Canadian National Junior Hereford Show, will be hosted in Lindsay, Ontario this summer from July 26-30th. Bonanza 2022 - *Good Folks Show in Ontario* will attract junior participants, their parents, and other Hereford enthusiasts from across Canada to Ontario for four days of friendly competition, networking, unforgettable memories, and irreplaceable experiences.

The 43<sup>rd</sup> annual edition of Bonanza is being held in conjunction with the Canadian Hereford Association Annual General Meeting in celebration of what has been dubbed as “Hereford Week in Canada”.

The Canadian Junior Hereford Association’s Bonanza is the longest-running National Junior Show in Canada, being held for over 40 years now. The show is unique in that it is organized and run by junior members with the assistance of adult advisors. Junior members from coast to coast aged 21 and under, participate in a variety of individual and team competitions including public speaking, photography, art, literature, grooming and showmanship, and marketing. The provincial displays and scrapbooks allow juniors from each province to share their experiences and other junior events from the past year.

Agriculture is one of the largest industries in Canada and offers many career opportunities. We encourage youth to stay involved in the sector, explore these opportunities and to be proud to be part of such an innovative and exciting field. We feel Bonanza exemplifies the importance of **youth, leadership and agriculture**.

The Bonanza 2022 Committee would like to take this opportunity to invite you to participate in this great exposition of Canada’s youth and their dedication to the agriculture industry. Included with this letter is our sponsorship package. This show depends upon the involvement of individuals, organizations and agri-businesses and we encourage you to invest in the future of Canadian agriculture by becoming a sponsor of this national event.

We hope that you will include Bonanza 2022 in your marketing plans for this year. If you have any questions, concerns or would like to discuss this opportunity further, please don’t hesitate to contact us. We look forward to discussing a package tailored to meeting your business needs.

Sincerely,

Rebecca Hess  
Bonanza 2022 Co-Chair  
3720 Paden Road  
North Gower, ON K0A 2T0  
bonanza2022on@gmail.com  
343-548-2947

Spencer Dunsmore  
Bonanza 2022 Co-Chair  
4270 Perth line 20  
Saint Pauls Station, ON N0K 1V0  
bonanza2022on@gmail.com  
519-301-1110

# Sponsorship Opportunities

We are pleased to offer a variety of sponsorship opportunities for Bonanza 2022 – *Good Folks Show in Ontario*. These leveled packages are designed to provide you with one that can be tailored to meet the needs of your company through tiered cash or in-kind sponsorships.

## **Diamond Sponsorship**

- Full page colour advertisement in the Bonanza 2022 Official Show Program
- Company signage will be prominently displayed
- Company logo on Bonanza 2022 show shirt
- Company logo on any general information, promotional letters and signage
- Extensive announcer advertising during Bonanza
- Bonanza 2022 and OJHA social media platforms and website, and advertisements and links
- Opportunity to place promotional items/information in participants' packages
- Six invitations to the awards banquet
- Opportunity for a presentation to participants promoting your company
- Booth space (10' x 10') will be allocated to your company for the entire week

**Investment \$10,000.00**

## **Platinum Sponsorship**

- Full page advertisement in the Bonanza 2022 Official Show Program
- Company signage will be prominently displayed
- Bonanza 2022 and OJHA social media platforms and website, and advertisements and links
- Opportunity to place promotional items/information in participants' packages
- Four invitations to the awards banquet
- Opportunity to give a presentation to participants promoting your company
- Booth space (10' x 10') will be allocated to your company for the entire week

**Investment \$5000.00**

## **Gold Sponsorship**

- Half page advertisement in the Bonanza 2022 Official Show Program
- Company signage will be prominently displayed
- Bonanza 2022 and OJHA social media platforms and website, and advertisements and links
- Opportunity to place promotional items/information in participants' packages
- Two invitations to the awards banquet
- Booth space (10 x 10) will be allocated to your company for the entire week

**Investment \$2500.00**

### **Silver Sponsorship**

- Quarter page advertisement in the Bonanza 2022 Official Show Program
- Company signage will be prominently displayed
- Bonanza 2022 and OJHA social media platforms and website, and advertisements and links
- Opportunity to place promotional items/information in participants' packages
- Two invitations to the awards banquet
- Booth space (10 x 10) will be allocated to your company for the entire week

**Investment \$ 1500.00**

### **Bronze Sponsorship**

- Listed in the Bonanza 2022 Official Show Program
- Company signage will be prominently displayed
- Bonanza 2022 and OJHA social media platforms and website, and advertisements and links
- Two invitations to the awards banquet
- Booth space (10 x 10) will be allocated to your company for the entire week

**Investment \$750.00**

### **Friend of Bonanza**

- Listed in the Bonanza 2022 Official Show Program

**Investment: Any contribution to Bonanza would be greatly appreciated.**

### **Show Sponsors**

Supreme Champion Bred & Owned Animal or Premier Breeder	\$600
Grand or Reserve Champion	\$500
Division Champions	\$400
Cattle Show Classes	\$250
Individual Competitions (Four Separate Age Divisions)	\$200

### **Bonanza Program Advertisements**

What better way to reach a market of progressive livestock producers and agricultural enthusiasts than to place an ad in the Bonanza 2022 Official Show Program? These souvenir programs are distributed free of charge to every exhibitor and spectator at Bonanza. The Bonanza 2022 Official Show Program will include entry information, exhibitors, show details and event times, advertisements from breeders, agricultural organizations, and businesses, as well as show sponsors. **Advertising deadline will be May 1, 2022.**

Business Card Advertisement	\$100
Quarter Page Advertisement	\$250
Half Page Advertisement	\$500

Please send all cheques to Rebecca Hess and make them payable to: "Bonanza 2022"  
We also accept E-transfers to our email: [bonanza2022on@gmail.com](mailto:bonanza2022on@gmail.com)