



The Canadian Sheep Breeders Association has selected **Saskatchewan** to host this year's premier National Sheep Show & Sale. Saskatchewan Sheep Breeders Association and the Saskatchewan Sheep Development Board will be co-hosting this event in **Humboldt SK** at the Humboldt Uniplex. It will be held **July 18-21, 2019**.

Your organization will benefit from the international, national, provincial and regional attention and attendance the Classic has been known to achieve. The support of the Classic will demonstrate your interest and commitment to the Canadian sheep industry and you will be taking part in the largest annual event of the Canadian purebred sheep industry.

As a **sponsor** of the 37th edition of the Classic you will benefit in the following areas:

- ⇒ **Marketing, Advertising and Promotion** – the 2019 All Canada Sheep Classic provides you with a great marketing, advertising and promotional tool which could be used to enhance your image and increase your sales.
- ⇒ **Public Affairs and Media Relations** – the 2019 All Canada Sheep Classic guarantees its best efforts to acknowledge your corporation in press releases and in our promotional material.
- ⇒ **With your Sponsorship** you will be contributing to an event that will benefit numerous sectors of the local, regional and national economy. The participants will recognize you and those reached by the advertising and publicity as a corporation with a genuine interest in the welfare and development of the sheep industry.

Diamond Sponsor \$5000.00

Full page advertising in sale catalogue
Exhibitor's Social Invitation - 6 tickets to Banquet
Posted on 2019 Classic website
Major advertisement on-site and company logo in promotional materials.
Trade booth at show.
Social media promotions
Uniplex centre score clock video promotion.

Platinum Sponsor \$2000.00

Full page advertising in sale catalogue
Exhibitor's Social Invitation - 4 tickets to Banquet
Posted on 2019 Classic website
Major advertisement on-site and company logo in promotional materials.
Trade booth at show.

Gold Sponsor \$1000.00

One-half page advertising in sale catalogue
Exhibitor's Social Invitation - 2 tickets to Banquet
Posted on 2019 Classic website
Advertisement on-site and company logo in promotional materials.

Silver Sponsor \$500.00

One-quarter page advertising in sale catalogue
Exhibitor's Social Invitation - 2 tickets to Banquet
Posted on 2019 Classic website
Advertisement on-site

Bronze Sponsor \$250.00

Business card advertisement in sale catalogue
Exhibitor's Social Invitation
Posted on 2019 Classic website and on-site

Friend <\$250.00

Posted on 2019 Classic website & advertisement on-site

Trade Show - \$200

10 ft x 10 ft space includes 1 table and 2 chairs - no skirting.

- ⇒ **Closing Date** for sponsorship and advertising is May 15, 2019.
- ⇒ **Contact** Saskatchewan Sheep Development Board at 306-933-5582 or gordsheepdb@sasktel.net
- ⇒ **All sponsorship and advertising** must be prepaid with a cheque accompanying the material payable to **Saskatchewan Sheep Breeders Association.**
- ⇒ **Mail to:** SSDB 2213C Hanselman CT Saskatoon SK S7L 6A8
- ⇒ **Send** print ready advertisement to lindasheepdb@sasktel.net



All Canada Sheep Classic 2019 Catalogue Advertising

The Classic Catalogue is distributed to purebred breeders registered with Canadian Livestock Records Corporation, as well as other purebred breeders, commercial sheep producers, industry related businesses and buyers throughout Canada. Additional copies will be available during the Classic event. Many keep these catalogues for future reference, for breeder and industry contacts.

Name: _____

Address: _____

Email: _____ Phone: (____) _____

ADVERTISING SPACE:

Business card	3.5" wide x 2" high	\$ 50 x _____ = _____
Quarter page	3.75" wide x 5" high	\$125 x _____ = _____
Half page (vertical)	3.75" wide x 10" high	\$200 x _____ = _____
Half page (horizontal)	7.5" wide x 5" high	\$200 x _____ = _____
Full page	7.5" wide x 10" high	\$300 x _____ = _____
Centerfold (1 page)	7.5" wide x 10" high*	\$350 x _____ = _____
Centerfold (2 pages)	15" wide x 10" high	\$650 x <u> 1 </u> = _____
Inside front cover	7.5" wide x 10" high	\$500 x <u> 1 </u> = _____
Inside back cover	7.5" wide x 10" high	\$500 x <u> 1 </u> = _____
Back cover	7.5" wide x 10" high	\$1000 x <u> 1 </u> = _____
		GST 5% = _____ TOTAL

*If your centrefold ad is going to consist of two separate ads on two pages, please size each ad the same as a full-page ad above (7.5" wide x 10" high). If you want your centrefold ad to cover both pages entirely, and bleed off the edges, please make it 17" wide by 11" high, and **then extend the background of your ad a further .125 inches on all four sides** (final size 17.5" wide by 11.5" high), so that when the catalog is trimmed there won't be any white edges on your ad.

PAYMENT:

Advertising fees may be paid by cheque, VISA or MasterCard.

Cheques should be made payable to the Saskatchewan Sheep Development Board

Or, credit card: # _____ Exp ____/____

Signature: _____

DEADLINE FOR PUBLICATION IS May 15, 2019

- All ads will be in black and white.
- Advertising on cover pages and centrefold is on a first-come, first-served basis.
- The 2019 Classic Committee reserves the right to refuse any ad deemed not suitable.
- Camera-ready ads: We require a resolution of 300 dpi or higher.
- Please make sure your ad fits the dimensions shown above.
- Ad must be in .jpg or .pdf files.
- Non-camera-ready ads: If you need us to create the ad for you, please email photographs, line drawings, logos to the contact information below. Photographs sent by email should have a resolution of 300 dpi or greater. If your logos or line drawings are very small, please scan them at a resolution of 600 dpi or larger, so that we can enlarge them for your ad. Cost for development of the ad \$25.00/hr.

PLEASE NOTE: The All Canada Sheep Classic catalogue is printed in black and white. Advertisers who send colour ads may be disappointed when text printed in any colour other than black appears washed out when converted to greyscale. For best results, please create your ad in black and white. If using an ad previously created in colour, convert it to greyscale before sending it so that you can see for yourself how it will appear in the Classic catalogue. To perform the conversion in Photoshop, click on Image, Mode and Convert to Greyscale.

Advertising Order Forms and Payment may be sent to:

**Saskatchewan Sheep Development Board,
2213C Hanselman Court,
Saskatoon SK, S7L 6A8**

Print ready ads can be sent by email to Linda; lindasheepdb@sasktel.net

Ad enquirers can be directed to Linda 1-306-933-5201

General advertising enquirers directed to Gord 1-306-933-5582

All Canada Sheep Classic 2019 Sponsorship and Trade Booth Order Form

Name: _____

Address: _____

Email: _____ Phone: (____) _____

Yes, I would like to order:

_____ Diamond Sponsorship @ \$5000.00 + GST \$250 = \$5250.00

_____ Platinum Sponsorship @ \$2000.00 + GST \$100 = \$2100.00

_____ Gold Sponsorship @ \$1000.00 + GST \$50.00 = \$1050.00

_____ Silver Sponsorship @ \$500.00 + GST \$25.00 = \$525.00

_____ Bronze Sponsorship @ \$250 + \$12.50 = \$262.50

_____ Trade Booth (10 x 10 ft space) \$200 x (# spaces) _____ = \$ _____
Plus, GST 5% for a trade booth total of \$ _____

Total \$ _____

Payment:

Sponsorship and trade show booth fees may be paid by cheque, VISA or MasterCard.
Cheques should be made payable to the Saskatchewan Sheep Development Board

Or, credit card: # _____ Exp ___/___

Signature: _____

Deadline for purchasing Sponsorship Package is May 15, 2019

Order Forms and Payment may be sent to:

**Saskatchewan Sheep Development Board,
2213C Hanselman Court,
Saskatoon SK, S7L 6A8**

Enquiries can be directed to Gord 1-306-933-5582