



# 2026 ANNUAL FALL FAIR PARTNERSHIP OPPORTUNITIES

Region of Peel Agricultural Society  
[www.bramptonfair.com](http://www.bramptonfair.com)

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# Dear Partners & Fair Supporters,

The Region of Peel Agricultural Society is a not-for-profit organization dedicated to providing family-oriented education and entertainment for the Peel Region and surrounding areas. Aiming to bridge the gap between rural and urban lifestyles, the Society offers engaging programs, interactive exhibits, and community events that celebrate agriculture, local heritage, and sustainability.

The 173rd annual Brampton Fall Fair will take place from September 17 to 20, 2026, featuring traditional farm displays, animal exhibits, antique equipment and homecraft competitions alongside midway rides, demolition derbies, and culturally diverse events.

As the costs of organizing and promoting events rise, the Society relies on generous donations and partnerships from businesses and individuals alike, offering promotional opportunities in return.

We invite you to explore the partnership opportunities outlined below and choose the one that best aligns with your organization.

We look forward to partnering with you as we celebrate the 173rd year of this beloved community event.

## - The Region of Peel Agricultural Society



# GENERAL PARTNERSHIP TIERS

Guaranteed benefits for every budget. Connect your brand with thousands of engaged community members.

	<b>Community Partner</b> <i>Up to \$499</i>	<b>Blue Ribbon Partner</b> <i>\$500+</i>	<b>Red Ribbon Partner</b> <i>\$1000 +</i>	<b>Grand Champion Partner</b> <i>\$2000 +</i>	<b>Supreme Champion Partner</b> <i>\$4000 +</i>
Marketing Materials inside Marketplace*	★	★	★	★	★
Name on Website	★	★	★	★	★
Logo on Website		★	★	★	★
Clickable Link on Website			★	★	★
Group Social Media Post	★	★	★	★	★
Individual Social Media Thank-You		★	★	★	★
Dedicated Partner Spotlight				★	★
Feature on Main Fair Page					★
Inclusion in Select Printed Materials		★	★	★	★
On-Site Signage*			Standard	Enhanced	Prominent
10' x10' Booth Space			★	★	★
Admission Passes		Four (4) Single Day Passes	Eight (8) Single Day Passes	Twelve (12) Single Day Passes	Eight (8) Weekend Passes
Eligibility for Feature Partnerships				★	★
Category Exclusivity (when applicable)				★	★
Custom Partnership Opportunities					★

Partnerships confirmed after June 1 will continue to receive recognition; however, inclusion in all printed materials cannot be guaranteed due to production timelines. On-site signage and marketing materials to be provided by partner.

# FEATURED PARTNERSHIP OPPORTUNITIES

Partner with one of Ontario's longest running agricultural fairs, attracting thousands of highly engaged attendees across all age groups.



**8000 +**  
Total Attendees



Days of  
Entertainment



Social Media  
Followers



Audience from  
Peel Region, GTA & Beyond



170+ Years  
of History



Hosted by Non-  
Profit Organization

## Friday Night Concert - Taylor's Story - A Taylor Swift Tribute

- Brand association with a sold-out style, high demand headline performance.
- Strong appeal to teens, young adults, and families - a highly engaged, social media active audience.
- Concentrated high energy crowd creating peak brand visibility in a single evening.
- Opportunity for on-site brand activations, giveaways, or experiential moments tied to the concert.
- On-stage verbal recognition before the performance.
- Branding integrated in concert-specific marketing and promotions.

## Demolition Derby & Watch Party

- Brand association with the Brampton Fall Fair's largest single-night event (approx. 3000 attendees).
- High energy, adrenaline-driven environment aligned with excitement and action.
- Strong audience focus during peak - attendance evening with minimal competing attractions.
- Extended visibility across two high traffic locations - Derby arena and Clubhouse.
- Branding displayed around derby ring and on-screen during live derby broadcast inside the Clubhouse.
- Repeated brand impressions through event announcements and screen presence.
- Strong visual environment for photo, video, and social media content.
- Opportunity for on-site brand activations, giveaways, or experiential moments tied to the derby.

Featured partnership opportunities are available starting at a minimum contribution of \$3500. Featured partnership opportunities also receive the benefits associated with the general partnership tier matching their contribution level. Exclusive partnership is available through full funding of event. Partnerships confirmed after June 1 will continue to receive recognition; however, inclusion in all printed materials cannot be guaranteed due to production timelines.



**WE LOOK FORWARD TO PARTNERING WITH YOU**

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