

**Cypress**

farm & ranch show

June 11 - 12, 2026



CONNECTING PRODUCERS, INNOVATION & COMMUNITY

# PARTNERSHIP OPPORTUNITIES

PRESENTED ALONGSIDE:





# ABOUT THE SHOW

Cypress Farm & Ranch Show is a boutique-style agricultural event serving Southern Alberta and Southwest Saskatchewan.

The show brings together producers, landowners, and ag businesses in a thoughtfully designed environment that supports conversation, learning, and connection.

Held alongside the WPCA Chuckwagon Races, CFRS offers a curated ag experience rooted in community and relevance.



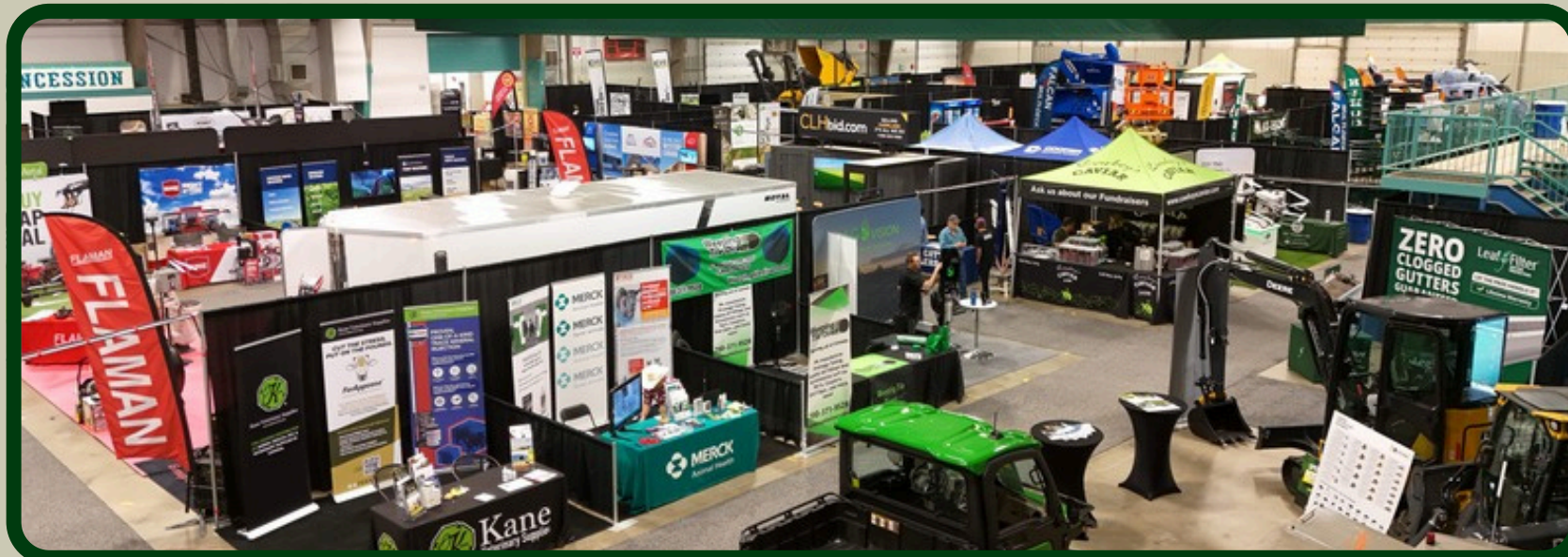
# AUDIENCE PROFILE

## WHO ATTENDS

- Farmers and ranchers (key decision-makers)
- Equipment, input, and service buyers
- Agronomists and consultants
- Agricultural business owners
- Rural families with purchasing influence

## WHY PARTNERS CARE

- Direct access to buyers and influencers
- Longer, more meaningful engagement than large expos
- Strong regional loyalty





# EVENT SCALE & EXPOSURE

- 100,000+ sq. ft. of indoor and outdoor exhibit space
- 130+ exhibitors
- Multi-day attendance with strong dwell time
- Strong on-site engagement and face-to-face interaction
- Digital promotion before, during, and after the show
- Educational speaker program and industry-led sessions

Partners benefit from repeated brand exposure across multiple touchpoints - not just event day visibility.



# WHY PARTNER WITH CYPRESS?

Sponsors gain:

- Brand visibility within a trusted agricultural environment
- Meaningful lead generation and relationship-building opportunities
- Product demonstrations and educational engagement
- Authentic alignment with agriculture and rural communities

This is more than logo placement - it's a platform for long-term relationships



# SPONSORSHIP LEVELS (OVERVIEW)



<b>Title Sponsor</b>	\$15,000+
<b>Gold Sponsor</b>	\$5,000
<b>Silver Sponsor</b>	\$3,500
<b>Bronze Sponsor</b>	\$2000
<b>Community Sponsor</b>	\$1,500 or less

Custom partnership packages are available. Please inquire with our team to explore available options.



# CUSTOM PARTNERSHIP ENHANCEMENTS

We offer flexible, customized partnership options designed to align with your brand, audience, and business goals.

Opportunities may include, but are not limited to:

- Event activations and branded experiences
- Entertainment and stage presentation opportunities
- Hospitality and Beer Garden hosting
- Digital and on-site contest presentation
- Charitable partnerships and prizing opportunities
- Educational seminars and private event hosting
- Exhibitor package and attendee touchpoint branding

Sponsor Benefits	Title	Gold	Silver	Bronze	Community
Website Inclusion For 12 months	✓	✓	✓	✓	✓
Inclusion on digital media posts on FB and Insta	✓	✓	✓	✓	✓
Highlighted in Show Program and logo on map	✓	✓	✓	✓	
Show signage / Entrance Treatments	✓	✓	✓	✓	
Show Admission Tickets	200	100	50	25	
Inclusion of Booth Space	400 sq. ft.	200 sq. ft.	100 sq. ft.	100 sq. ft.	100 sq. ft.
Show Guide AD+ Logo	Full Page	Half Page	Quarter Page	Business Card	Listed on Sponsor Page
Co-Presenter of CFRS Entertainment	✓				
Opportunity to partner with media on a Show Prize	✓	✓	✓	✓	
Equipment Placement in a prominent outdoor location	✓	✓			
Highlighted in Exhibitor listing in Show Guide	✓	✓	✓	✓	



# HOW WE PROMOTE OUR PARTNERS

## Digital Exposure

Dedicated sponsor profiles on our website and exhibitor directory.

## Email & Social Media

Featured placement in targeted email campaigns and social media content.

## On-Site Visibility

Brand presence through signage, programs, and live acknowledgements throughout the event.



# LET'S BUILD SUCCESS TOGETHER

We work closely with our partners to create customized opportunities that align with your business goals and audience.

Our team provides hands-on support before, during, and after the event to ensure a strong return on your involvement.

We believe the most successful events are built through genuine, collaborative partnerships.

## CONTACT:

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