



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.

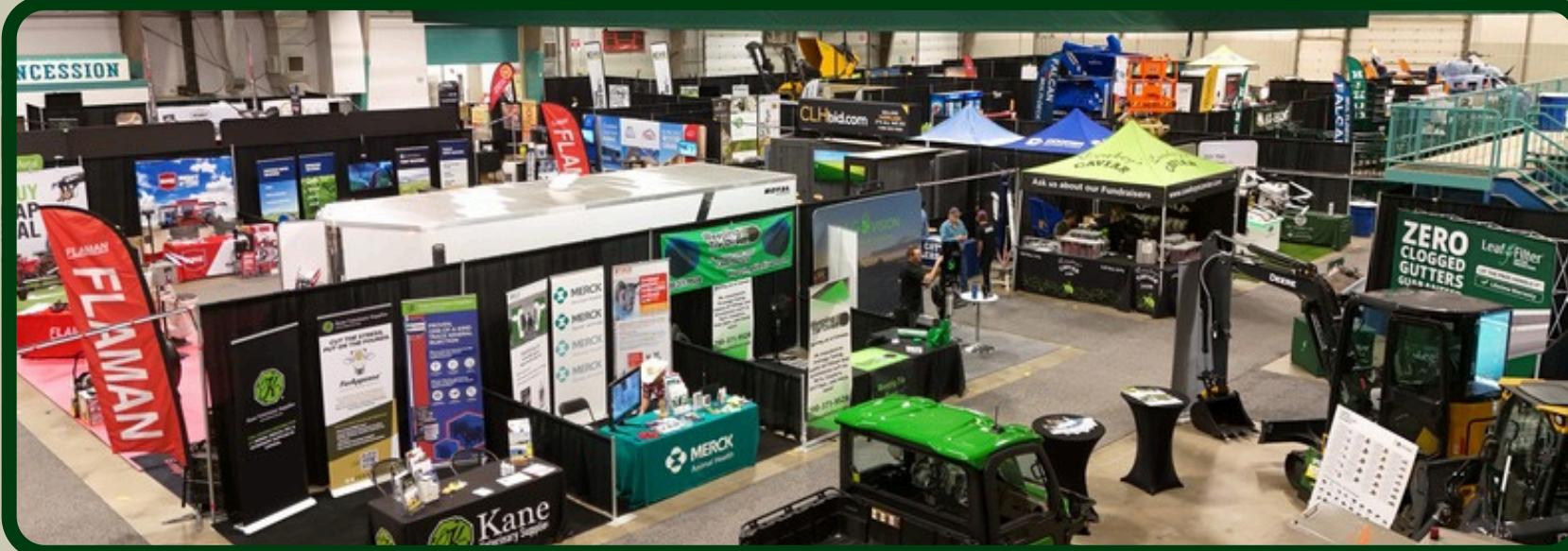
AUDIENCE PROFILE

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)



Title Sponsor	\$15,000+
Gold Sponsor	\$5,000
Silver Sponsor	\$3,500
Bronze Sponsor	\$2000
Community Sponsor	\$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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