



2024 SPONSORSHIP BOOKLET

www.chickendaze.ca www.facebook.com/adhocchickendaze/

Springfield Chickendaze



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2024 Sponsorship Package Summary

Chickendaze offers Sponsorship packages for sponsors who would prefer to sponsor events or items associated with Chickendaze, as well as packages for sponsors who would prefer additional perks and benefits in lieu of being associated with an event or item.

Naming Rights Sponsorship Packages:

- Diamond Packages
- Crystal Packages
- Platinum Packages
- Gold Packages

Perk Based Sponsorship Packages:

- Ruby Packages
- Sapphire Packages
- Emerald Packages

Basic Sponsorship Packages:

- Silver Packages
- Bronze Packages



024 Diamond

Packages

\$2,500 (1 year term) **Or** \$2,

(per year on 3 year term)

Exclusive Naming Rights for:

- - **Company Logo Banner Over Chicken Track**
 - Company logo on all race chits
 - Company Name attached to all chicken race advertising
 - Space available at event for business promotion
- - Company sign

 Next Availability: entertainment advertising Company nam
 - Space available at even
- Main Stage Tent
 - to main tent
 - Company banr Next Availability: Company name
 - · Company logo
 - Space available at event to omotion
- Afternoons at the Barnyard
 - Company sign posted at the Barnyard during daytime
 - Company advertising throughout the beverage area
 - Company logo in all print advertising
 - Space available at event for business promotion
- Volunteers
 - Company adve Next Availability:
 - - Company 10go
 - Space available at event
- oplied by Sponsor)

omotion

- 3 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- Full page ad in the event program XXL size ad on sponsor board
- On grounds advertising
- Signage at your event
- 5x logo website sponsor page
- 8 VIP passes for the event (retail value of \$560)
- 24 chicken buck's (retail value of \$144)



023 Diamond

Packages

\$2,500 (1 year term) **or \$2**

(per year on 3 year term)

Exclusive Naming Rights for:

- Logo on Colori Next Availability: vertising tion of over 1300 coloring sheets)
- 2026 · Chace available omotion

- Company Logo Canner over Bar
- Company logo

 Next Availability: 9
- Company logo
- 2025 • space available a. omotion

Blender Barn

- **Company Banner Posted at Blender Barn**
- **Company Acknowledgment in all Advertising**
- **Space Available at event for business promotion**
- **Company logo in all Print Advertising**

Main Stage

- Company name and Logo Banner at the Main Stage
- Company name announced prior to each entertainment act
- Company logo in all print/web advertising
- Space available at event for business promotion

Hired Help

- Company advertised throughout the event
- Company sign at volunteer station
- Company logo in all print/web advertising
- Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- Full page ad in the event program XXL size ad on sponsor board
- On grounds advertising
- Signage at your event
- 5x logo website advertising
- 8 VIP passes for the event (retail value of \$560)
- 24 chicken buck's (retail value of \$144)



DIAMOND



2,500 (1 year term)



Naming Rights for: Chicken Derby

- **Company Logo Banner Over Chicken Track**
- Company logo on all race chits
- Company Name attached to all chicken race advertising
- Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- Full page ad in the event program
- XXL size ad on sponsor board

- On grounds advertising
- Signage at your event
- 5x logo website sponsorship page
- 8 VIP passes for the event (retail value of \$560)
- 24 chicken buck's (retail value of \$144)

	`		
Company Name:			
Contact Name:			
Address:			
Email:			
Chicken Name:			
Website:			
Iunderstand that the annual amounts c	Agree to a 3 Year to	erm on this Sponso DHOC by the 1 st Do	rship Package and ay of April.
XSignature	Date	F	Position



DIAMOND



2,500 (1 year term)



Naming Rights for: Afternoons at the Barnyard

- Company sign posted at the Barnyard during daytime
- Company advertising throughout the beverage area
- Company logo in all print advertising
- Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- Full page ad in the event program
- XXL size ad on sponsor board
- On grounds advertising
- Signage at your event
- 5x logo website sponsorship page
- 8 VIP passes for the event (retail value of \$560)
- 24 chicken buck's (retail value of \$144)

Company Name:			
Company Name:			•
Contact Name:			_
Address:			_
Email:			
Chicken Name:			
Website:			
Iunderstand that the annual amounts o	Agree to a 3 Year to	erm on this Sponso DHOC by the 1 st Do	rship Package and ay of April.
XSignature	Date		Position



DIAMOND



2,500 (1 year term)



Blender Barn **Naming Rights for:**

- Company banner posted at the Blender Barn
- Company acknowledgment in all advertising
- Space available at event for business promotion
- Company logo in all print advertising

- 3 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- Full page ad in the event program
- XXL size ad on sponsor board

- On grounds advertising
- Signage at your event
- 5x logo website sponsorship page
- 8 VIP passes for the event (retail value of \$560)
- 24 chicken buck's (retail value of \$144)

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Company Name:		
Contact Name:		
Address:		
Email:		
Chicken Name:		
Website:		
understand that the annual amounts o	Agree to a 3 Year ter	m on this Sponsorship Package and IOC by the 1 st Day of April.
XSignature	Date	Position



DIAMOND



2,500 (1 year term)



Main Stage Naming Rights for::

- Company name and Logo Banner at the Main Stage
- Company name announced prior to each entertainment act
- Company logo in all print/web advertising
- Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- Full page ad in the event program
- XXL size ad on sponsor board
- On grounds advertising
- Signage at your event
- 5x logo website sponsorship page
- 8 VIP passes for the event (retail value of \$560)
- 24 chicken buck's (retail value of \$144)

Company Name:		
Contact Name:		
Address:		
Email:		
Chicken Name:		
Website:		
Iunderstand that the annual amounts o	Agree to a 3 Year ter	m on this Sponsorship Package and IOC by the 1 st Day of April.
XSignature	Date	Position



DIAMOND



2,500 (1 year term)



Hired Help Naming Rights for:

- Company advertised throughout the event
- Company sign at volunteer station
- Company logo in all print/web advertising
- Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- Full page ad in the event program
- XXL size ad on sponsor board

- On grounds advertising
- Signage at your event
- 5x logo website sponsorship page
- 8 VIP passes for the event (retail value of \$560)
- 24 chicken buck's (retail value of \$1///)

	(Totali V		
Company Name:			
Contact Name:			
Address:			1
Email:			
Chicken Name:			
Website:			
Iunderstand that the annual amounts d	Agree to a 3 Year to	erm on this Sponsor DHOC by the 1 st Da	ship Package and y of April.
XSignature	 Date	P	osition



2024 Cryst

\$2,000 (1 year term) or \$1,50 (per year on 3 year term)

Exclusive Naming Rights for:

- Company logo
 Compa Company logo
- Space available at evenu omotion

- an grounds at pick up spot and on vans
- Company logo

 Next Availability: huttle advertising page
- Space available at event

- of Chickendaze Bus during Parade
- Company Bann Next Availability: **Priority Assign**
- Company logo
- Space available at event omotion

Vendor Village

- Company advertised at the event
- Company banner at village tent
- Company name attached to all Vendor Village advertising
- Space available at event for business promotion

VIP Service

- Company adve Next Availability: edentials romotion
- Space available at ever

Plus: • 3 road side chicken signs

- Your own chicken in the race
- Company recognition throughout the weekend
- 3/4 page ad in the event program
- XL size ad on sponsor board
- On grounds advertising
- Signage at your event
- 4x logo website sponsor page
- **6 VIP** passes for the event (retail value of \$420)
- 20 chicken buck's (retail value of \$120)



\$2,000 (1 year term) **Or \$** (per year on 3 year term)

Exclusive Naming Rights for:

- - the volunteer / Chicken buck tent
 - Company logo Next Availability:
 - Snace available
 - Company logo in all print
- - hasketball net at recycling bins
 - Company adve
 - Company logo Next Availability: omotion
 - Company logo in all print
- Audio & Sound
 - Company name and Logo Banner near the sound board
 - Company name attached to all sound advertising
 - Company logo in all print/web advertising
 - Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- 3/4 page ad in the event program
- XL size ad on sponsor board

- On grounds advertising
- Signage at your event
- 4x logo website sponsor page
- 6 VIP passes for the event (retail value of \$420)
- 20 chicken buck's (retail value of \$120)



CRYSTAL





Naming Rights for: Vendor Village

- Company advertised at the event
- Company banner at village tent
- Company name attached to all Vendor Village advertising
- Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 3/4 page ad in the event program
- XL size ad on sponsor board

- On grounds advertising
- Signage at your event
- 4x logo website sponsor page
- **6 VIP** passes for the event (retail value of \$420)
- 20 chicken buck's (retail value of \$120)

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Company Name:			
Contact Name:			
Address:			
Email:			
Chicken Name:			
Website:			
understand that the annual amounts o	Agree to a 3 Year to	erm on this Sponsor HOC by the 1 st Da	rship Package and y of April.
XSignature	Date	P	osition



CRYSTAL





Naming Rights for: Audio & Sound

- Company name and Logo Banner near the sound board
- Company name attached to all sound advertising
- Company logo in all print/web advertising
- Space available at event for business promotion

- 3 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- 3/4 page ad in the event program
- XL size ad on sponsor board

- On grounds advertising
- Signage at your event
- 4x logo website sponsor page
- **6 VIP passes for the event** (retail value of \$420)
- 20 chicken buck's tail value of \$120)

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Company Name:		
Contact Name:		
Address:		
Email:		
Chicken Name:		
Website:	_	<u> </u>
understand that the annual amounts o	Agree to a 3 Year ter due are payable to ADF	m on this Sponsorship Package and OC by the 1 st Day of April.
XSignature	Date	Position



2024 Platinum

Packages

\$1,500 (1 year term) or \$1,000

(per year on 3 year term)

Exclusive Naming Rights for:

- - at Mainstage on Friday Night
 - 4 Advorticing
 - Company bann Next Availability: omotion 2025
 - Company logo in all run.
- - Company bann Next Availability: omotion

 - 2026 · Company logo in an
- - Full page ad in
 - Company adve Next Availability: omotion Space Availab
 - Company logo in all ran
- Baseball Tournamen
 - Company logo Next Availability:
 - Company logo
 - Company reco
 - Space Available at event 101. romotion
- Adult Chicken Wing Eating Contest
 - raughout the event
 - Company Adve Next Availability:
 - Company !sgs
 - Space Available at even romotion

- 2 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 1/2 page ad in the event program
- L size ad on sponsor board

- On grounds advertising
- Signage at your event
- 3x logo website sponsor page
- 4 VIP passes for the event (retail value of \$280)
- 16 chicken buck's (retail value of \$96)



2024 Platinum

Packages

\$1,500 (1 year term) or \$1,000

(per year on 3 year term)

Exclusive Naming Rights for:

- - at mainstage on Sunday Afternoon
 - Company banne Next Availability: pmotion Advertising

 - 2025 Company logo in an In-
- - at face painting and tattoo centre

 - Company Bann Next Availability: pmotion
 - 2025 Company logo in an ...
- Company adver Next Availability: ing
 - Space Available at evenue. omotion
- Friday Night Wristbands

 - Company Advertising 2025
 - Space Available at even omotion
- Saturday Night Wristbands

 - Company Adve Next Availability: nt Advertising omotion
 - Space Available at ever

- 2 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 1/2 page ad in the event program
- L size ad on sponsor board

- On grounds advertising
- Signage at your event
- 3x logo website sponsor page
- 4 VIP passes for the event (retail value of \$280)
- 16 chicken buck's (retail value of \$96)



2024 Platinum Packages

\$1,500 (1 year term) **or \$1,000** (per year on 3 year term)

Exclusive Naming Rights for:

- Ice (Keeping it Chill)
 - Company logo banner on the Chickendaze custom ice cooler
 - Company advertised at the event
 - Space available at event for business promotion
 - Company logo in all print advertising

- 2 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- 1/2 page ad in the event program
- L size ad on sponsor board

- On grounds advertising
- Signage at your event
- 3x logo webşite sponsor page
- 4 VIP passes for the event (retail value of \$280)
 - 16 chicken buck's (retail value of \$96)



PLATINUM





(3 year term)

Naming Rights for: Keeping It Cool (Ice)

- Company logo banner on the Chickendaze custom ice cooler
- Company advertised at the event
- Space available at event for business promotion
- Company logo in all print advertising

- 2 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- 1/2 page ad in the event program
- L size ad on sponsor board

- On grounds advertising
- · Signage at your event
- · 3x logo website sponsor page
- 4 VIP passes for the event (retail value of \$280)
- 16 chicken buck's (retail value of \$96)

Company Name:		
Contact Name:		
Address:		
mail:		
Chicken Name:		
Nebsite:		
understand that the annual amounts o	Agree to a 3 Year terr	n on this Sponsorship Package and OC by the 1 st Day of April.
XSignature	Date	Position



2024 Go<mark>l</mark>c

Packages

\$1,000 (1 year term) or \$750 (per year on 3 year term)

Exclusive Naming Rights for:

Company advert Next Availability: Eating Contest Company sign a

2025 Company logo on...

Company banner posted at race entry table and track

Extra Signage during event

Company logo on Royal Chickee Derby certificates

Chicken Poop Bings

shout the event

Company advert Next Availability: Company sign a

Company lugo 2025

Photo Booth

Company banne Next Availability: booth during daytime

Company adver

2025 Company logo

Office Trailer

Company advertised throughout the event

Company sign on our office trailer

Company logo on all Print Advertising

- 1 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 1/4 page ad in the event program
- M size ad on sponsor board

- On grounds advertising
- Signage at your event
- 2x logo website sponsor page
- 2 VIP passes for the event (retail value of \$140)



\$1,000 (1 year term) or \$75 (per year on 3 year term)

Exclusive Naming Rights for:

- - Company adver Next Availability:
 - Company bann
 - Company logo on an
- - Company banner on chicken carrier used to transport chickens
 - Company advertised at the event
 - Company name attached to all chicken advertising
 - Space available at event for business promotion

- 1 road side chicken signs
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 1/4 page ad in the event program
- M size ad on sponsor board

- On grounds advertising
- Signage at your event
- 2x logo website sponsor page
- 2 VIP passes for the event (retail value of \$140)









Royal Chickee Derby Naming Rights for:

- Company banner posted at race entry table and track
- **Extra Signage during event**
- Company logo on Royal Chickee Derby certificates

- 1 road side chicken sign
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 1/4 page ad in the event program
- Med size ad on sponsor board

- On grounds advertising
- Signage at your event
- 2x logo website sponsor page
- 2 VIP passes for the event (retail value of \$140)

	/
Company Name:	
Contact Name:	
Address:	
mail:	
Chicken Name:	
Website:	<u> </u>
Agree to a 3 Year term understand that the annual amounts due are payable to ADHC	on this Sponsorship Package and OC by the 1 st Day of April.
X	Position









Naming Rights for: Office Trailer

- Company advertised throughout the event
- Company sign on our office trailer
- **Company logo on all Print Advertising**

- 1 road side chicken sign
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 1/4 page ad in the event program
- Med size ad on sponsor board

- On grounds advertising
- Signage at your event
- 2x logo website sponsor page
- 2 VIP passes for the event (retail value of \$140)

Company Name:			
Contact Name:			-
Address:			_
mail:			
Chicken Name:			
Website:			
understand that the annual amounts o	Agree to a 3 Year terdue are payable to ADI	rm on this Sponso HOC by the 1 st Do	rship Package and ay of April.
XSignature	Date	F	Position









Naming Rights for: Chicken Care

- Company banner on chicken carrier used to transport chickens to and from race track
- Company advertised at the event
- Company name attached to all chicken advertising
- Space available at event for business promotion

- 1 road side chicken sign
- Your own chicken in the race
- **Company recognition throughout** the weekend
- 1/4 page ad in the event program
- Med size ad on sponsor board

- On grounds advertising
- Signage at your event
- 2x logo website sponsor page
- 2 VIP passes for the event (retail value of \$140)

Company Name:		
Contact Name:		
Address:		
mail:		
Chicken Name:		
Website:		<u></u>
understand that the annual amounts du	Agree to a 3 Year term e are payable to ADHC	on this Sponsorship Package and OC by the 1 st Day of April.
XSignature	Date	Position



2024 Sponsorship

Ruby

2.250

(1 year term)



\$1,750 (3 year term)

 all the benefits of our Diamond Sponsorship with exception of three additional VIP Passes and ten additional Chicken bucks

- 3 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- Full page ad in the event program '
- XXL size ad on sponsor board
- On grounds advertising
- 5x logo website sponsorship page
 - 11 VIP passes for the event
 - (retail value of \$770)
- 34 chicken buck's (retail value of \$204)

Company Name:			
Contact Name:			
Address:			_
Email:			
Chicken Name:			
Website:			
I understand that the annual amounts	Agree to a 3 Year to due are payable to AE	erm on this Sponso DHOC. by the 1st D	rship Package and ay of April.
XSignature	Date	F	Position



2024 Sponsorship

Sapphire





\$1,350 (3 year term)

 all the benefits of our Crystal Sponsorship with exception of two additional VIP Passes and five additional Chicken bucks

- 3 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- 3/4 page ad in the event program
- XL size ad on sponsor board
- On grounds advertising
- 4x logo website sponsorship page
 - 8 VIP passes for the event (retail value of \$560)
- 25 chicken buck's (retail value of \$150)

Company Name:			
Contact Name:			
Address:			
mail:			
Chicken Name:			
Vebsite:			
	_		
understand that the annual amounts	Agree to a 3 Year te due are payable to AD	rm on this Sponsorship Pack PHOC. by the 1 st Day of Apri	age and I.
XSignature	Date	Position	



2024 Sponsorship

Emerald

\$1,400	(1 year term)



\$900 (3 year term)

 all the benefits of our Platinum Sponsorship with exception of one additional VIP Pass and four additional Chicken bucks

- 2 road side chicken signs
- Your own chicken in the race
- Company recognition throughout the weekend
- 1/2 page ad in the event program
- L size ad on sponsor board

- On grounds advertising
- · 3x logo website sponsorship page
- 5 VIP passes for the event (retail value of \$350)
- 20 chicken buck's (retail value of \$120)

Company Name:			
Contact Name:			
Address:			
mail:			
Chicken Name:			
Website:			
Iunderstand that the annual amounts (Agree to a 3 Year to	erm on this Sponso DHOC. by the 1st D	rship Package and ay of April.
XSignature	Date	P	osition



2024 Sponsorship SILVER



\$750 (1 year term)



- 1 road side chicken sign
- Your own chicken in the race
- Company announced at chicken race
- 1/8 page ad in the event program
- Sm size logo on sponsor board
- 1x logo website sponsor page

Company Name:		
Contact Name:		
Address:		
mail:		
Chicken Name:		
Vebsite:		<u> </u>
understand that the annual amounts o	Agree to a 3 Year term	n on this Sponsorship Package and DC by the 1 st Day of April.
XSignature	Date	Position



2024 Sponsorship BRONZE



Company Name

- Your own chicken in the race
- Company announced at chicken race
- 1/16 page ad in the event program
- Name on sponsor board
- 1x logo website sponsor page

Company Hame	•
Contact Name: _	
Email:	
Website:	



2024 Sponsorship Add-Ons

Big Weekend Package



- Four Select Show Mega Passes (\$240 value)
- Four VIP Weekend Passes (\$280 value)
- 40 Chicken Bucks (\$240 value)

Family Weekend Package



- Two Select Show Mega Passes (\$120 value)
- Two VIP Weekend Passes (\$140 value)
- 15 Chicken Bucks (\$90 value)

Party Weekend Package



- Four VIP Weekend Passes (\$280 value)
- 40 Chicken Bucks (\$240 value)

Company Name:	
Contact Name:	
Email:	