



July 25 – 30, 2017

“Celebrating Canada and Our Heritage”

Spring has FINALLY arrived and we are well in to the planning stages of the 126th Anniversary of the South Shore Exhibition. 2017 has seen many changes, so far. Starting with new management, as well as some familiar faces back in our front office. We have a great year planned and want YOU to be a part of it.

Sponsors, like you, are a very important part of our event. We deeply appreciate your consideration to support the exhibition, our success is measured, in part, by your generosity (both in cash & in kind).

Here are some of the events we have coming to “*The Big Ex*” this year. Country sensation – Terri Clark is headlining Saturday evening, local, hometown boy – Andrew Frelick on Friday, and the Lumberjack Sports Show throughout the day Thursday, with the Saunders Brothers Interactive Musical & Comedy Show rounding out Thursday evening. Returning, again this year, is the Maritime Barrel Racing Association (MBRA) and the RAM Rodeo Tour. We offer some of the best Horse & Ox pulls in the province, Face Painting, Costume Characters, Demolition Derby, Kid’s Petting Barn, Mechanical Bull, Ax Throwing, Strongman Competition, Campbell’s Amusements on the midway and so much more. There is, truly, something for everyone.

Enclosed, please find a copy of our 2017 Sponsorship pamphlet describing the various levels of sponsorship, and the benefits that go along with each level. To further discuss your sponsorship, you may contact our office at the number above or by simply discussing it with the person that gave you this letter.

Thank you for your support and we look forward to your participation in this year’s South Shore Exhibition.

Sincerely,

Sponsorship Committee