

International Plowing Match & Rural Expo

4-H Invitational Sheep and Beef Show

Dear Potential 2017 IPM 4-H Invitational Show Partner:

The International Plowing Match and Rural Expo (IPM) will be held in Huron County from September 19 to 23, 2017. This 5-day outdoor event will spread over approximately 1,000 acres of farmland along County Road 12 and the Blyth Road just outside of Walton, in Huron East. The event presents an opportunity to showcase Huron's agriculture, business, manufacturing and tourism industries, and of course our wonderful Huron County hospitality. It is anticipated that more than 80,000 visitors will pass through the gates to experience the IPM, and the tented city will have approximately 600 vendors presenting everything from farm machinery, innovative methods of farming and local commodities to home improvements, recreational vehicles, local government and services and local artisans.

The IPM will be making a tremendous amount of history in 2017. One form of history that will be made is for the first time in 100 years of International Plowing Matches there will be an Invitational 4-H Sheep and Beef show on the Saturday of the Match. The show is opened to 100 4-H sheep members and 50 4-H beef members. These Ontario-wide future farmers will range in age from 9-21 and will bring their 4-H project to the 2017 IPM to showcase their talent of showing and quality of livestock. Classes will range from market animals to breeding stock to showmanship. There will be two additional classes at this show highlighting the "Future Farmer" and appreciating the graduates of 4-H with the Alumni class. The Future Farmer class will showcase children from the ages of 4-8. What better way to invest in the future of tomorrow than to invest in the youth of today. The Alumni class will feature graduated 4-H members that will demonstrate their showing techniques by using the 4-H member's livestock that is present at the show. This class will be sure to bring lots of laughs and memories to the day.

The success of the IPM 4-H Invitational 4-H Sheep and Beef show will be due to the many generous sponsors and the volunteers that will be required to stage the event. Help us make history in Huron County during the 2017 IPM for the youth of tomorrow. As a committee, we ask you to consider being part of this fabulous event.

Sincerely,

Kayla, Keith, Rosanne and Emily

Sheep

Kayla Bishop
(519)525-0127

Keith Todd
(519)525-7539

Beef

Rosanne McConnell
(519)389-1272

Emily Gibson
(519)440-9907

ipm2017sheepinvitational@gmail.com

4hbeefinvitationalipm2017@gmail.com

<http://www.plowingmatch.org/committees-2017-main/4-h-invitationals>



Why You Should Be a Partner of The International Plowing Match and Rural Expo

1. The International Plowing Match and Rural Expo (IPM) is a premier outdoor event held annually in Ontario to promote agricultural and rural lifestyles.
2. The IPM is well established and in 2017 we will celebrate the 100th Match.
3. The goal of the IPM is not only to educate the public about the importance of agriculture, but also to showcase the host county and surrounding area. Thousands of visitors will enjoy their visit; and will leave with a greater appreciation for Huron County and a desire to return.
4. The IPM marketing strategy will provide visibility through radio, television, internet and print media that will reach over 5 million consumers. Based on your level of sponsorship, your business could have media exposure, a hyperlink from the IPM website, and signage opportunities
5. Your opportunity to be a partner can be in the form of cash, an in-kind donation or a combination of both.
6. The naming rights of special features may be available to you.
7. Tented city covers over 100 acres and included over 600 exhibit spaces. Your sponsorship may include an exhibit location.
8. The IPM also creates an opportunity to fundraise and generate dollars that will be reinvested in Huron County. Therefore, the IPM leaves a lasting legacy.

Sponsorship/Partnership

- **Sponsorship Option 1**
 - Class Sponsorship \$500/class
 - May choose beef, sheep or both
 - May choose any class listed below to sponsor
 - Naming rights to that class
 - Business/Partner member maybe present to award winners of this class
 - Business/Partner advertising in show book
 - Business/Partner advertising made several times throughout show

- **Sponsorship Option 2**
 - General Sponsorship
 - Any dollar amount
 - Sponsorship to go towards general expenses of the show
 - Business/Partnership advertising in show book
 - Business/Partnership advertising made several times throughout show





2017 International Plowing Match & Rural Expo

Saturday September 23, 2017

Class Sponsorship / Partnership

- Class Sponsorship \$500/class. Please check off which class you wish to sponsor.

4-H Invitational Beef Show

Showmanship

<i>Class</i>	<i>Yes</i>
Novice (9-10 years of age)	
Junior (11-13 years of age)	
Intermediate (14-16 years of age)	
Senior (17-21 years of age)	
Alumni Class (Graduated 4-H member)	

Conformation

<i>Class</i>	<i>Yes</i>
Market Calf	
Heifer Calf (Jan 1, 2017 – Mar 31, 2017)	
Heifer Junior Yearling (Apr. 1, 16–Dec 31, 16)	
Heifer Senior Yearling (Jan. 1, 16 – Mar 31, 16)	

Group of 3

<i>Class</i>	<i>Yes</i>
Group of 3 Market Calves	
Group of 3 Heifer Calves	
Group of 3 Yearlings	

General Donation \$

Cheques payable to: 2017 International Plowing Math and Rural Expo

Mail cheques to: Kayla Bishop, 41596 Jamestown Rd RR#2 Bluevale, ON N0G 1G0

Questions: 4hbeefinvitationalipm2017@gmail.com _ Rosanne McConnell (519)389-1272 _ Emily Gibson (519)440-9907



2017 International Plowing Match & Rural Expo

Saturday September 23, 2017

Class Sponsorship / Partnership

- Class Sponsorship \$500/class. Please check off which class you wish to sponsor.

4-H Invitational Sheep Show

Showmanship

<i>Class</i>	<i>Yes</i>
Future Farmers (4-8 years of age)	
Novice (9-10 years of age)	
Junior (11-13 years of age)	
Intermediate (14-16 years of age)	
Senior (17-21 years of age)	
Alumni Class (Graduated 4-H member)	

Conformation

<i>Class</i>	<i>Yes</i>
Light Market Lamb	
Heavy Market Lamb	
Junior Breeding Ewe (Mar 1 – Apr 30)	
Senior Breeding Ewe (Jan 1 – Feb 28)	

Group of 3

<i>Class</i>	<i>Yes</i>
Group of 3 Market Lambs	
Group of 3 Breeding Ewes	

General Donation \$

Cheques payable to: 2017 International Plowing Match and Rural Expo

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