



## Facility Sponsorship Opportunities 2024

The Olde Dominion Agricultural Foundation, a 501(c)(3) non-profit organization, located in Chatham, Virginia, provides a first-rate facility hosting local, regional, and national agriculture-based events. Every year, the Olde Dominion Agricultural Complex (ODAC) hosts more than 40 arena events, most spanning a full weekend, and 70+ conference room events. These events pull upwards of 30,000+ individuals to the complex grounds.

Our multi-use facility is home to some of the best events in Southern Virginia! Of the 40+ events held at ODAC, the large majority are oriented towards the education and entertainment of visitors through various agriculturally based events such as rodeos, horse shows, livestock judging, tractor pulls, and more! In addition to hosting outside events, ODAC owns and produces various events throughout the year. These events, such as the Annual Christmas Bazaar, are known to be some of the largest organized events in Southern Virginia.

Our facility holds a conference/special events center, a 53,000 sq. ft. indoor arena, a covered warm-up arena, an outdoor warm-up arena, 3 horse barns, a co-mingling cattle barn, a farmers market pavilion, a historic tobacco barn, and campgrounds, the Olde Dominion Agricultural Complex is the place to be!

The Olde Dominion Agricultural Complex 2024 Event Calendar includes the following events:

### Olde Dominion Agricultural Complex

#### Tentative 2024 Event Schedule

<b>January</b>	1/5 - 1/6 Motocross 1/12 - 1/13 Motocross 1/19 - 1/20 Motocross 1/26 - 1/27 Motocross	<b>July</b>	Events TBD.
<b>February</b>	2/16 - 2/17 Motocross 2/22 - 2/25 Cutting Horse Show 2/29 - 3/2 Tractor Pull	<b>August</b>	8/2 - 8/4 Barrel Race 8/8 - 8/11 Battle on the Border 8/21 - 8/25 Cutting Horse Show
<b>March</b>	3/8 - 3/9 True Grit Rodeo 3/14 - 3/17 Danville Kennel Club Agility Trials 3/21 - 3/24 Monster Truck Show 3/25 Livestock Judging Competition	<b>September</b>	9/6 - 9/8 Danville Kennel Club Agility Trials 9/19 - 9/21 VA Walking/Racking Horse Show
<b>April</b>	4/4 - 4/7 Danville Kennel Club Agility Trials 4/11 - 4/14 High School Rodeo 4/18 - 4/21 Cutting Horse Show 4/22-4/27 Pittsylvania County Youth Livestock Show	<b>October</b>	10/4 - 10/6 Ranch Horse Show 10/11 - 10/13 PWHAT Show 10/17 - 10/20 High School Rodeo 10/26 Pittsylvania Co. Sheriff's Dept Trunk or Treat
<b>May</b>	5/2 - 5/4 Dairy Show 5/11 - 5/12 Barrel Race 5/16 - 5/18 VWRHOA Walking/Racking Horse Show 5/23 - 5/26 Cutting Horse Show	<b>November</b>	11/7 - 11/10 Cutting Horse Show 11/21 - 11/24 Danville Kennel Club Agility Trials 11/30 8th Annual Christmas Bazaar
<b>June</b>	6/8 Horse Pull 6/20-6/23 Danville Kennel Club Agility Trials	<b>December</b>	Events TBD.



Current as of 12/14/2023  
All dates subject to change or cancellation.



Barrel Racing at the Olde Dominion Agricultural Complex

Since opening in 2011, **the complex has hosted over 175,000 guests in its many facilities.** As a part of our mission **to promote and support local agriculture by providing a facility to educate and entertain,** we offer our facility to programs such as 4H and FFA free of charge. **Annually, ODAC hosts over 10,000 youth for events where they learn about current agricultural practices and various career paths.** In addition to educating local youth, **our other events pull in an astounding 30,000+ people to the complex every year!**

**Facility sponsorship** offers companies onsite and promotional opportunities second to none that showcase your brand to the thousands of individuals that visit the Olde Dominion Agricultural Complex every year.

Facility sponsors enjoy **arena banner promotion** in which an approved business banner will be purchased and hung in the event arena for two years (or more if the business chooses to renew). These banners are seen and often photographed by visitors and shared on various social media platforms. In addition, sponsorship also provides **social media promotion** on behalf of ODAC that reaches hundreds of thousands on platforms such as Facebook and Instagram.

Further, **all sponsors are displayed on the ODAC website ([www.theodac.com](http://www.theodac.com)).** The sponsor section of our site is a user-friendly, easy to access database of all those who are active sponsors of ODAC. Our website has **thousands of visitors per month and tens of thousands of visitors per year!**

All companies, regional or national, are invited and encouraged to capitalize on the success of the Olde Dominion Agricultural Complex through sponsorship of the facility year-round. There is no better way to expand your brand, business, and message while supporting a not-for-profit landmark venue in Virginia!



## Facility Sponsorship Opportunities

The benefits of a Facility Sponsorship supply companies with year-round business promotion. We are delighted to provide a wide range of offerings:

### Community & Restaurant Sponsorship: \$250/year

- Geared towards the local business owner, this is an ideal promotion for small businesses including restaurants, boutiques, bed & breakfasts, etc.
- The Olde Dominion Agricultural Complex draws in more than 30,000+ people to the Chatham area every year. ODAC will promote your business via email, social media, and on-site fliers for all event attendees to utilize through the duration of their stay.
- Our community sponsors will be listed on the Sponsorships tab on the ODAC website. Community sponsors will have their logo with links to their business page(s) listed on the website for the year.

### Arena Banner Sponsorships:

- One facility signage banner in the event arena with sponsorship extended for 2 years from January 1<sup>st</sup> – December 31<sup>st</sup>.
- Our facility sponsors will be listed on the Sponsorships tab on the ODAC website. Facility sponsors will have their logo with link listed on the website for the duration of the sponsorship.

	Sponsorship Year(s)	Year-to-Year Pricing
<b>Gold Sponsor Level</b> 6 ft. x 24 ft. Banner	2 years	\$5,500
<b>Silver Sponsor Level</b> 6 ft. x 12 ft. Banner	2 years	\$3,500
<b>Bronze Sponsor Level</b> 6 ft. x 8 ft. Banner	2 years	\$2,800



Barrel Racing at the Olde Dominion Agricultural Complex

## Additional Sponsorship Opportunities: Key Facility Naming Rights

The Olde Dominion Agricultural Complex is striving to continually improve our facility offerings. For individuals or businesses interested in creating a lasting legacy, we have several opportunities to be involved with our quest to become one of the leading event centers in Virginia. Beginning in 2024, ODAC will offer one-year sponsorships for key facility building naming rights. Our goal is to utilize the money generated from these naming rights to invest in projects that will grow and improve the complex and its equipment.

**Available facility buildings are as follows:**

Equine Barn 1: **\$15,000/year**

Equine Barn 2: **\$15,000/year**

Co-Mingle Barn 3: **\$15,000/year**

Equine Barn 4: **\$15,000/year**

Outdoor (uncovered) Warm-Up Ring: **\$7,500/year**

Indoor (covered) Warm-Up Ring: **\$7,500/year**



Co-Mingle Barn 3 at ODAC