



Pork Quality Competition 2024

Prairie Livestock Expo 2024 (Pork Quality Competition)
PO Box 41063 RPO Markham
Winnipeg Manitoba
Canada R3T 5T1

Re: Prairie Livestock Expo 2024 – Pork Quality Competition Sponsorship

September 6, 2024

Dear Potential Sponsor,

Prairie Livestock Expo is being held this year at the Victoria Inn Hotel & Convention Centre on December 11, 2024 and this means the Pork Quality Competition Committee is gearing up for another great competition. This competition is only successful with your involvement.

The Pork Quality Competition is the event that celebrates excellence in pork production by recognizing the “Best of the Best.” Hog producers from across Manitoba come together to compete in what has become the largest hog carcass competition in North America – and possibly the world.

We are contacting you regarding sponsorship for this charitable event. At the 2022 competition, \$23,250 was donated to charity. Let’s not forget the donation of the meat from all of the carcasses to Harvest Manitoba and Siloam Mission for distribution to local food banks in communities throughout Manitoba.

Please find the Pork Quality Competition Sponsor details form attached. We would like to thank you in advance for your involvement and support of our industry and local communities.

Please contact us for more information.

Dennis Stevenson
Pork Quality Competition Committee
dstevenson@premiershp.ca
(204) 712-7133

Jason Care
Pork Quality Competition Committee
JCare@manitobapork.com
(204) 792-2085

Andres Pulido
Pork Quality Competition Committee
apulido@premiershp.ca
(204) 930-1361

PQC 2024 - Advertising Signage Rates

<u>Level:</u>	<u>Size:</u>	<u>Cost:</u>
**Show Name	Cooler-Top Sign	\$ 5,000
**Gold	24" x 16"	\$ 2,500
Silver	16" x 12"	\$ 1,000
Bronze	12" x 8"	\$ 500

Please make cheques payable to – “**Prairie Livestock Expo**”

One \$5,000 sponsorship is available. The Pork Quality Competition will be named after this sponsor and their logo will be included with the signage on the top of the cooler (as shown in the picture below). The name of this sponsor will be included in all of the advertising following the show and this sponsor will be involved in presenting the trophies and prize money to the winning operations and charities.

Sponsors **over \$2,500 will be provided with logo cards that can be attached to any of Top 10 Carcasses from operations with whom they engage in business.



Since 1996, hog producers and sponsors of the Prairie Livestock Expo's Pork Quality Competition have donated over **\$440,000** to international, national, rural and urban charities such as hospitals and children's organizations. As well, more than **155,000 lbs (over 70,000 kgs)** of some of the world's finest quality pork has been donated to Manitoba food banks for less-fortunate families in need during the Christmas season.

Please help sponsor this great event!