

2026 IPM Rural Expo Local Committee Inc.
P.O. Box 122
Cargill, Ontario
N0G 1J0

February 13, 2025



Subject: Bruce County 2026 IPM Cash Calendar - Advertising Opportunity

Dear Mayor Peabody and Council,

Bruce County will once again host the International Plowing Match and Rural Expo (IPM) from September 22-26, 2026. Thousands of people of all ages from across Bruce County, neighbouring counties, within Ontario, and globally will descend upon the IPM to learn and participate in a range of activities for a five-day celebration of rural living and agriculture events. This event will be a source of pride for the County; it spurs tourism and will also result in significant economic spin-off for our communities and businesses.

As part of the efforts to successfully launch, promote and host IPM 2026, the Fundraising Committee is planning to sell Cash Calendars. The Committee is seeking support from each of the First Nations, lower-tier municipalities, as well as the County of Bruce in making this fundraiser a success, as an outward gesture of regional collaboration. We are asking each community to consider an opportunity to advertise in the Cash Calendar for \$750. In turn, your community will be assigned a month and are eligible to submit an 8.5' x 11' black/white advertisement designed to your liking. You may add photos highlighting the beauty of the community, a greeting from council and/or basic contact information.

With the support of the First Nations, all lower-tier municipalities and the County, 11 months would be represented to showcase the beauty within Bruce County and Saugeen Ojibway Nation territory. The remaining month would feature a commemoration of the past Bruce County IPM's hosted in 2008, 1993 and 1976.

The cash calendars will be available for purchase later this year with the support of volunteers in all corners of Bruce County. Not only will they be useful as calendars with a chance to win, they will also serve as a beautiful representation of our communities and commemorate IPM 2026. 4,000 calendars will be printed, to be sold at \$20 each, with a value of \$20,026 in prize money.

On behalf of the Committee, thank you for your continued support of IPM 2026. Your consideration of this request is greatly appreciated. Kindly provide your response by April 30, 2025, and if you are participating, we request the advertisement/graphic by May 25, 2025. Cheques to be made payable to '2026 IPM Rural Expo Local Committee Inc.' and mailed to our address above. For the monthly layout page, please send to steven.travale@gmail.com. If you have any questions please contact us.

Sincerely,

Steve Travale
Coordinator – IPM Cash Calendar
IPM Fundraising Committee
steven.travale@gmail.com
226-222-1856

Pennie Wilhelm
Co-Chair – IPM Cash Calendar
IPM Fundraising Committee
pennie.wilhelm@hotmail.com
905-376-2882