



# **2026 Bruce County International Plowing Match and Rural Expo.**

**September 22 to 26 2026**

# Overview



- September 22 to 26, 2026
- Gord Lang, a local Businessman and Farmer is the Chairman of the 2026 International Plowing Match & Rural Expo.
- Under Gord, there is a steering committee of 9 individuals who are responsible for 14 committee chairs; Who are in charge of 60 sub-committee chair people and close to 1,800 volunteers to organize and operate the 2026 IPM.
- The event will be held on 800 acres west of Walkerton.
- Same location as the 1976 and 1993 events were held.
- We are expecting to have 200,000 people to attend the match.
- What to expect from the event. Parades, RV Campground, Concerts, Demonstrations, Vendors, Exhibitors, Plowing, Special Events and a place to meet family and friends.



- Opening ceremonies will include several Political Dignitaries
  - The Premier is expected to attend.
  - The Prime Minister has attended in the past.
  - MP and MPP will be in attendance.
  - There will be a VIP tent that some local politicians will have access to.
  - Several other Ministers will be on hand.
  - County Warden
  - Local Mayor(s)

# Goals & Ambitions

## If the event is successful



- We hope to Generate \$3,000,000 in revenue.
- There will be a lot of spin off revenue into accommodations and other local business's. We are using local suppliers as much as possible.
- We are hoping to have \$800,000 - \$1,000,000 in profit to disperse in the County.
- We are currently seeking Sponsorship from Local Business's and Corporations
- Signage is in place on the site.
- We are hosting several fundraising events and projects
- We have an active website and social media campaign



- We are selling Souvenirs at several local businesses and events
- There are several logoed transport trucks on the road involved in advertising/promotions

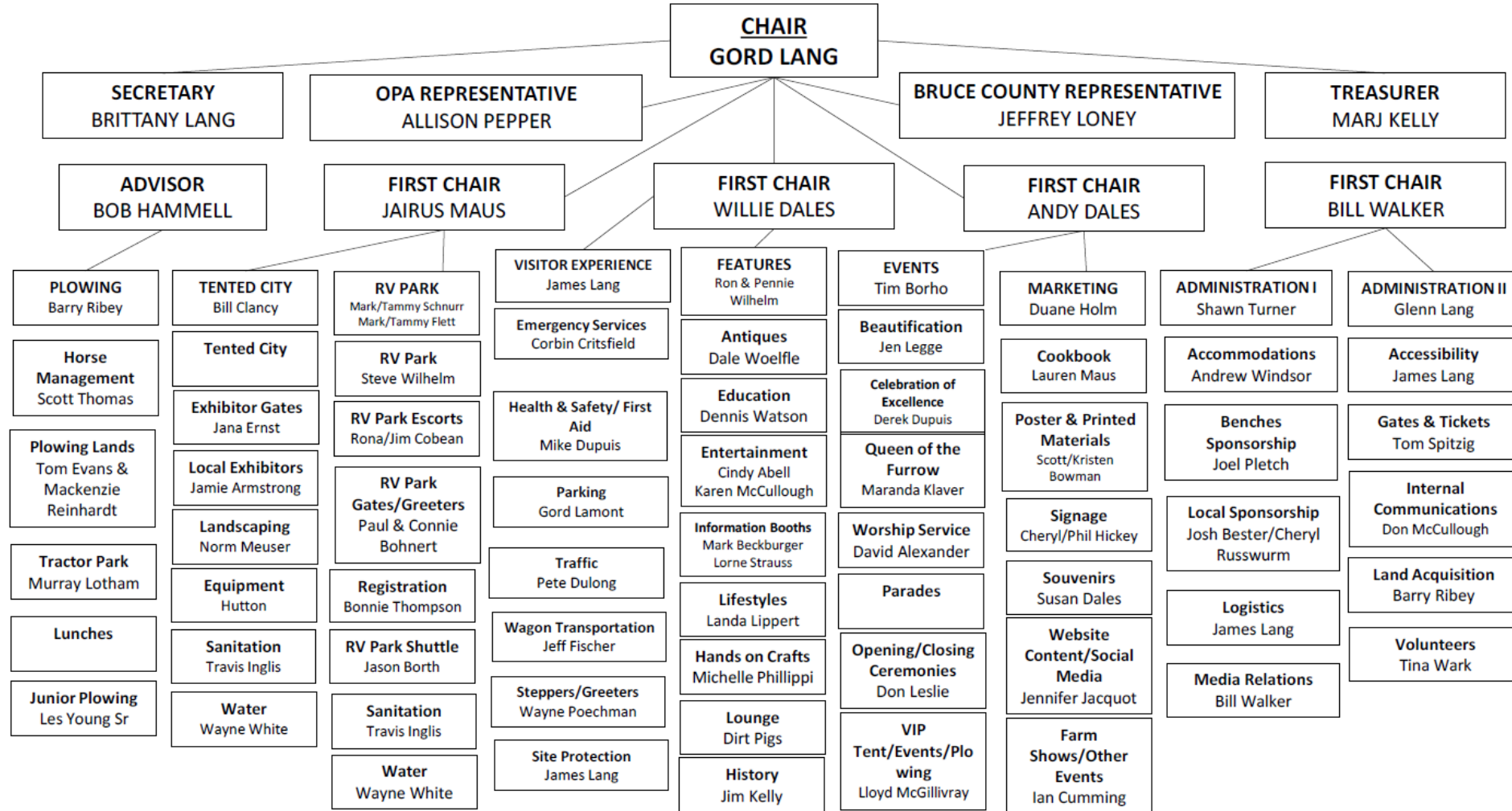
# What we would like from the Bruce County Municipalities



- We would like all the Municipalities to show case in the combined Bruce County exhibit
- We would like help with the promotion of the event
  - Any web base promotion on Municipal site
  - Help with locations on all community bulletin boards to be able to advertise our event
  - Access to Community facilities for meeting and events.
  - Help with any road signage that committees wish to employ
  - Help with Access to Municipal airports for people that fly in and ( we are hoping to have the Snowbirds as part of the event)
  - Any Monetary or in-kind donations will be recognized on the Sponsorship
  - We will work with the recently formed municipal /County committee with all site and promotional needs.



## ORGANIZATIONAL CHART- IPM LOCAL COMMITTEE





- Thank you for your time and co-operation we look forward to working with you all.
- Any Questions?