



**Meeting Date:** April 8, 2026

**Submitted by:** Tiffany Farrell, CPA, CA, Chief Administrative Officer

**Report No:** CPS-22-2026

**Subject:** Canadian Plowing Organization Sponsorship

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**Recommendation:**

THAT Report CPS-22-2026 re: Canadian Plowing Organization Sponsorship be received;

AND THAT Council approve a bronze level sponsorship in the amount of \$1,000 to support the Canadian Plowing Organization for the 2026 Canadian Plowing Championships.

**Purpose:**

The purpose of this report is to inform Council about the Canadian Plowing Organization's request for sponsorship for the 2026 Canadian Plowing Championships, and to recommend the level of municipal support. The report outlines the event's significance, collaborative regional engagement, and the anticipated community benefits arising from municipal participation.

**Background:**

The Canadian Plowing Organization (CPO) is a not-for-profit entity dedicated to the promotion and advancement of plowing and agricultural heritage across Canada. In 2026, the CPO will host the Canadian Plowing Championships in Middlesex County from August 31 to September 4. This national event brings together competitors, volunteers, and spectators from across the country to celebrate farming traditions, demonstrate modern agricultural skills, and foster community pride. The Championships not only highlight the importance of agriculture in the county but also provide opportunities for education, economic development, and community engagement.

**Analysis:**

The Canadian Plowing Organization (CPO) has formally requested sponsorship from the Municipality for the 2026 Canadian Plowing Championships. In alignment with the broader county approach, this request was discussed at the local CAO's meeting on March 17, with each CAO considering what best aligns with their municipality. Staff

have been informed that the Economic Development team from the County of Middlesex, will be actively engaged in both economic development and tourism initiatives tied to the Championships. This collaborative effort is expected to further enhance the economic impact and promote the county's agricultural heritage.

After assessing the sponsorship tiers and anticipated benefits, staff are recommending a bronze level investment of \$1,000. This contribution will position the Municipality as a visible supporter of the Championships, fostering goodwill and community pride, while leveraging opportunities for tourism and local business engagement. For further details regarding the sponsorship structure and expected outcomes, please refer to Attachment 1.

**Financial Implications:**

The cost of \$1,000 will be funded from the Municipality's approved 2026 economic development operating budget.

**Strategic Plan:**

This matter aligns with the following strategic priorities:

- Engaged Community

The report responds directly to Objective 1.3 - Celebrate our rural and agricultural heritage.

- Responsive Municipal Government

The report responds directly to Objective 5.3– Foster a culture of innovation, continuous improvement, and cost-effective services by sharing information and gathering input, by continuing our timely and effective communication to the public.

- Responsive Municipal Government

The report responds directly to Objective 5.4 - Expand our partnerships.

**Attachments:**

A1 Canadian Plowing Organization Sponsorship Request and Agreement