



172 South Drive
Simcoe, On.
N3Y 1G6

For Immediate Release

Norfolk County Agricultural Society Announces Naming Rights with CIBC Auditorium

March 22, 2023, Simcoe Ontario – The AUD, building # 9 on the Fairgrounds, will now be known as the **CIBC AUDitorium**, with signage revealed today, part of a new naming rights partnership with CIBC.

“The Norfolk County Agricultural Society, is excited to unveil new signage officially naming the CIBC AUDitorium. We are thrilled to expand our partnership with CIBC for the naming rights to one of our largest multi-use buildings,” General Manager Angela Hogeveen said in a statement. "CIBC has supported the Agricultural Society for decades in many ways, and as we expand our approach to partnership and events on the grounds, this was a natural next step in growing our relationship."

The name change takes effect immediately, with a glowing, welcoming entrance sign that can be seen very easily as you pass by the fairgrounds, and marks the first commercial naming agreement of a building on the Norfolk County Fairgrounds. CIBC, the presenting sponsor of the Norfolk County Fair and Horse Show, has been a supporter of the Agricultural Society for over a century in varying capacities.

Kim Kasprzyk, Community General Manager for Norfolk County, CIBC Simcoe, CIBC Delhi and CIBC Norwich was delighted to take part in the official announcement at the Annual Partners in Progress reception in September. Kim comments, “CIBC is proud to support the Norfolk County Agricultural Society and help bring community members together at the CIBC AUDitorium. Our team is committed to helping people and our communities make their ambitions a reality.”

The announcement is timed well with the confirmation that Ian Murray, CIBC Private Wealth will continue to be the presenting sponsor for Eat & Drink Norfolk, which will be the first public event held at the CIBC Auditorium, taking place April 13th to 15th. The community is invited to enjoy the local wineries, breweries, restaurants, food producers and distilleries participating in this year’s event. Live musical entertainment is on the playbill and NEW this year is an “After Party Pavilion” adjacent to the event which host patrons for a continuation of great music and dancing, on Friday and Saturday night from 8:00 p.m. to midnight. For ticket information and all things Eat & Drink Norfolk visit norfolkcountyfair.com (This is a 19+ event)

The Norfolk County Agricultural Society is celebrating 183 years of the Norfolk County Fair and Horse Show, and looks forward to this year’s edition of the third largest Fair in Ontario with an annual attendance in excess of 100,000 visitors. The Fair along with Eat & Drink Norfolk has earned a “Top 100” event designation through Festivals and Events of Ontario.

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Norfolk County Fair & Horse Show
October 3rd - 9th, 2023 in Simcoe, ON

Eat & Drink Norfolk,
April 13th, 14th, 15th, 2023 at the CIBC AUDitorium

Norfolk Night Market Fairgrounds Festival
June 9th, 10th