



Sponsorship Opportunities

Are you seeking an edge over your competitors? Want to make a strong impression and boost booth traffic and visibility?

We offer cost-effective solutions to help you stand out!

AUDIENCE PROFILE

Past Attendance
– 13,000+

- 82% made a purchase at the show

- 78% are repeat visitors to the show

- 81% are likely to try a new product or service that is highlighted or sponsored at the show

*Based Off Previous Audience Survey Results

Title Sponsor – Naming Rights (1 available)

\$10,000

Our premier level sponsorship package gives you top-tier positioning. This package will be custom tailored, following a discovery meeting.

Minimum inclusions for this sponsorship are: interactive opportunities for your brand at the show, opportunity to hand out swag or marketing collateral to event attendees, full color signage package including direct route sponsorship, radio media package, digital media package (direct email, social media, and web banner on our event website), and 50 branded visitor passes.

Hall Sponsor

\$2-5,000

Want to own a Hall? Want your brand associated with Hunting, Fishing or Boating - you can own that hall at the show! This opportunity would include overhead signage, decals, logo placement on visitor handouts & directional signage as well as blasted through our social media & email blasts. Price to be determined based on Hall. Price points are based on selected halls.

Stage Sponsor (1 available)

\$5,000

Sponsor the stage and position your brand front and center before thousands of engaged home enthusiasts. This sponsorship includes the opportunity to present a seminar and display your signage and/or backdrops on the stage. Additionally, your brand will be promoted through our digital marketing channels, including social media, our website, and direct email marketing.

Feature/Zone Sponsor (Limited Availability)

\$1,000

Feature and Zone Sponsors have the opportunity to attach their name to a loved feature at the Calgary Boat & Outdoors Show – such as Casting Pond, Family Zone Kids Fishing Pond, Outlander Zone and new zones can be considered such as Youth zone. Included in this sponsorship is branded banners, signage and/or backdrops in the area. Your brand will also be included via our digital marketing channels such as social media, websites and direct email marketing as a sponsor of the feature or zone!

Web Banner Sponsor (3 available)

\$500

Your company's logo will be showcased on the our official website, which receives thousands of hits. We will also provide a link to your own company website, to route the traffic your way.

Clothing Sponsor (1 available)

\$750 + Clothing

Get your brand on our ticketing team and support staff - so that you are viewed as a true event sponsor. You can provide T-shirts, vests or hats for our ticketing and support staff to get your brand splashed in people's minds as soon as they arrive! This eye-catching and repeated branding opportunity will make you stand out from your competitors. Sponsorship is enhanced by inclusions in our digital marketing efforts such as social media, website, and email.

Social Media & eBlast Sponsor Package (Limited Availability)

\$1,500

Harness the power of social media & direct email communication! This unique sponsorship package has three elements: featured content in our show branded direct audience email to our database of past show visitors; a web banner placed on the show website's homepage; and mentions in three posts on the show's Facebook and Instagram pages. There are two options for this package; provide us with the graphics & copy and we will fulfil the sponsorship at a rate of \$1,000.00 OR provide us with your company logo & website and we will build the graphics and content at a rate of \$1,500.00.

Exclusive Lanyard Sponsor (1 available)

\$750 + lanyards

You provide the lanyards (minimum 1000 Lanyards) and we will be provided to all exhibitors to be worn throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors. There are two options for this sponsorship:

1. You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 1000 bulldog clip lanyards).
2. Provide us with your company logo and we will have the lanyards designed, printed and delivered to the show. Custom Pricing for turnkey sponsorship.

Exclusive Attendee Bag Sponsor (1 available)

\$750 + Bags

Attendees will appreciate this convenience as they visit exhibits and walk through the BMO Stampede Park. Official show bags will be handed to all attendees at the show entrances to collect all of the information they receive during their time at the show. It's a great way to create an early and lasting impact while welcoming visitors to the show. Two Options for this Sponsorship:

1. Sponsor provides a minimum of 2,000 bags.
2. Provide us your company logo and we will source, design, print and have the bags delivered to the show - hassle free for you. Custom Pricing for this turnkey opportunity

Other Opportunities Available

- Venue Branding Sponsor
- Swag Day Sponsor
- Parking Buyout
- Additional Social Media Opportunities
- Photo Booth Sponsor
- Door Prize Sponsor
- Show Guide Sponsor
- AND MORE!

We look forward to helping you maximize your sponsorship to its full potential.

Have a unique partnership idea? Let us know and we can help you design a custom package that's just right for your company.

CALL NOW for details to customize a sponsorship package that fits your marketing needs and budget.



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