



## 2023 SPONSORSHIP OPPORTUNITIES

This March, the Moncton Coliseum Complex will once again be filled with all the latest models and styles from the Maritime's leading boat dealers and outdoor retailers.

This is a unique show with all the major dealers in one place, at one time. Visitors will be able to discover the new 2023 models and trends accompanied by the latest and greatest outdoor gear on display. With both sides of the outdoor community in one place, there's never been a better time to meet hunters, boaters, and anglers alike.

Don't miss the chance to reach the thousands of exhibitors and visitors who attend the show each year.

### EVENT DETAILS

Date: March 24 – 26, 2023

Location: Moncton Coliseum, Moncton, NB

### AUDIENCE PROFILE – 2022 Audience survey results:

**63%** of attendees are aged 35-64

**56%** of attendees are in the outdoors/boating industry

**31%** of attendees heard about the show via social media and website posts

### ACT NOW!

The opportunities outlined in the following pages are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

### CUSTOM PACKAGES AVAILABLE

Our sales and marketing team will help you make the most of your sponsorship dollars with a variety of options and price points. If you don't see what you are looking for or would like to discuss a unique package tailored to your company's specific needs, please don't hesitate to contact us.

**To sign on as a sponsor today, contact:**  
**Scott Sprague, Show Manager • [ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)**  
**902.468.4999 • 1.888.454.7469**

# SPONSORSHIP OPPORTUNITIES 2023

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## EXCLUSIVE LANYARD SPONSOR (1 available)

**\$900**

Your company logo and website will be printed on lanyards that will be worn by exhibitors throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors. *(Sponsor must provide a minimum of 500 branded lanyards. We reserve the right to approve the design.)*

## FLOOR SIGNAGE SPONSOR (2 available)

**\$750**

### ***This sponsorship includes:***

- Decals branded with company logo in high traffic areas and leading from entrance to your booth. Extends your reach outside the exhibit area
- 16 vinyl 2' x 1' arrows imprinted with your graphic in full colour

## EXCLUSIVE BAG SPONSOR (1 available)

**\$750 plus bags**

### ***This sponsorship includes:***

- Bags branded with your company logo will be given to visitors upon entry to the show. Create an early and lasting impact while welcoming visitors to the show. *(Sponsor must provide a minimum of 8,000 bags. We reserve the right to approve the bag design.)*

## DOOR PRIZE SPONSOR (5 available)

**\$500**

Visitors attending the show will be eligible to win a door prize package consisting of up to 10 prizes. Each door prize should have a minimum retail value of \$500 and must be approved by show management.

### ***This sponsorship includes:***

- Branded signage onsite during the event
- Inclusion on door prize section of event website
- Featured content in e-newsletters sent to our database of past show visitors
- Featured content on the show's Facebook page
- Featured content on the event partner radio station's website and Facebook page

## DIGITAL SPOTLIGHT SPONSOR (6 available)

**\$500**

### ***This sponsorship includes:***

- A web banner on [www.MonctonBoatShow.ca](http://www.MonctonBoatShow.ca)
- One featured post on event Facebook page
- One inclusion in e-newsletter digitally circulated to all 2022 show visitors

**Scott Sprague, Show Manager – [ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)**

PO Box 565, Saint John, New Brunswick E2L 3Z8

Phone: 1-888-454-7469 • Fax: (506) 658-0750

## SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/> Lanyard Sponsor	\$900
<input type="checkbox"/> Exclusive Bag Sponsor	\$750
<input type="checkbox"/> Floor Signage Sponsor	\$750
<input type="checkbox"/> Door Prize Sponsor	\$500
<input type="checkbox"/> Digital Spotlight Sponsor	\$500

## PAYMENT INFORMATION

Payment due by **March 2, 2023**

Cheque enclosed (Please make cheques payable to Master Promotions Ltd.)

I have read and agree to the terms outlined in the 2023 Moncton Boat & Sportsmen's Show sponsorship package and contract, and agree to sponsor this event this \_\_\_ day of \_\_\_\_\_, 2023

\_\_\_\_\_  
Signature per Master Promotions Ltd.

\_\_\_\_\_  
Sponsorship Applicant's Signature