



2024 SPONSORSHIP OPPORTUNITIES

New Brunswick's Largest Event for Boating, Angling, Hunting, and the Outdoors!

This March, the Moncton Coliseum will once again be filled with the latest and greatest products and services for all things outdoors! This event brings together some of the best dealers and exhibitors across a variety of categories, making it a one-stop marketplace for all boating, fishing, hunting, and outdoor needs!

There is no better way to reach the thousands of exhibitors and visitors who attend the show each year.

EVENT DETAILS

Date: March 22 – 24, 2024

Location: Moncton Coliseum, Moncton, NB

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

902.468.4999 • 1.888.454.7469

Title Sponsor – Naming Rights (1 available)

\$20,000

Our premier level sponsorship package gives you top-tier positioning. As the sole title sponsor, you will receive naming rights to the event. The Title Sponsor 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 100 branded visitor passes.

Stage Sponsor (1 available)

\$3,000

The Seminar Stage is hugely popular at the Halifax International Boat Show - by sponsoring the Seminar stage you will put your brand front and center in front of thousands of engaged attendees. Included in this sponsorship is the opportunity to present a seminar, branded banners, signage and/or backdrops on the stage, logo placement between sessions on the screen. Your brand will also be included via our digital marketing channels such as social media, website and direct email marketing.

Venue Branding Sponsor (1 available)

BASED ON SELECTION

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at The Halifax Exhibition Centre. This will ensure you are the first and last thing event attendees see. This opportunity is customizable, and opportunities are endless. Create a branded welcome arch, decals for the windows, wrapped doors, signage above ticket windows, branded stairs - get creative. Working closely with the Marketing & Operations Manager - we will ensure your brand is imprinted in attendees' minds.

Price point based on custom opportunity.

Door Prize Sponsor

\$1,500 + prize

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,000 retail and approved by show management. Booth space is not included. Includes promotion on the show website, email marketing and in social media, as well as additional event marketing.

Beer Garden/Rest Area Sponsor (1 available)

\$1,500

This opportunity allows you to work with a partner or the venue to create an experience for our show attendees. When visitors need a break after being through half the show your name could be associated with a rest area or beer garden! This can include a branded beer garden, branded rest area, branded water, swag for a spot that visitors can have a seat. This opportunity also includes branding on the TV at the rest area and selected digital marketing.

Floor Decals / Footprint Sponsor (4 available)

\$900

There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive 10 floor decals, spread throughout the show, which will lead a path directly to your booth. The decals will feature your full color logo and an arrow in the direction of your booth. It's an eye-catching and highly effective way to draw attention and traffic to your booth.

Exclusive Lanyard Sponsor (1 available)

\$750 + Lanyards

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.

Exclusive Bag Sponsor (1 available)

\$750 + Bags

Attendees will appreciate this convenience as they visit exhibits and walk through the EY Centre. 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.

Swag Day Sponsor (4 available)

\$750 + Swag

This unique sponsorship opportunity will get your branded swag (hat, lure, t-shirt, etc.) in the first 500 hands. This is a superb opportunity to create brand awareness or draw attention to a new brand, product or product line. Swag day sponsors will be advertised throughout our social media, email blasts & website channels.

Online Ticket Sponsor (1 available)

\$750

This sponsorship offers a prime opportunity to showcase your brand prominently to potential attendees as they purchase tickets for the event. As the sponsor, your company's logo, messaging, and brand visuals will be prominently displayed on the ticketing page and confirmation email, ensuring that every visitor sees your brand while purchasing their tickets.

Photo Booth Sponsor (2 available)

\$750

Elevate your brand presence and create lasting memories at our trade show through a photo booth sponsorship. As the exclusive sponsor, your company's branding will be prominently featured on the photo booth backdrop, props, and prints, ensuring maximum exposure to event attendees.

To further increase brand awareness, we will incorporate a social media sharing incentive. Attendees will be encouraged to share their photos on their social media accounts using a designated hashtag, automatically entering them into a contest or giveaway sponsored by your company. This interactive element will incentivize participants to not only capture their experience but also share it with their followers, extending your brand's reach and generating user-generated content that promotes your brand organically.

Social Media & eBlast Sponsor Package

\$600

Harness the power of social media & direct email communication! This unique sponsorship package has three elements: featured content [copy + photo or video] in one show branded direct audience email to our database of past show visitors (over 10,000 emails); a web banner placed on the show website's homepage; and mentions in two posts on the show's Facebook and Twitter pages.

Additional Social Media Opportunities (Limited Availability)

\$100

Instagram Takeover

Extend your reach to a younger and highly engaged audience by leveraging an Instagram takeover. Prior to the event, we can arrange for your company to take over our Instagram account for a day, allowing you to share behind-the-scenes content, showcase your products or services, and interact directly with our followers. This takeover will provide an authentic and immersive experience, fostering a sense of connection and generating buzz around your brand.

Facebook Live Event Coverage

\$100

Amplify your event presence and engage with a wider audience by partnering with us for Facebook Live event coverage. We can provide live coverage of key moments, interviews with industry experts, product demonstrations, and behind-the-scenes glimpses of the event. This partnership opportunity will allow your brand to reach not only the attendees but also a broader online audience who may not be physically present at the event.

TV/Jumbotron Sponsor

\$500 - \$750

Make a big impact and captivate the attention of attendees at our trade show through an exclusive Jumbotron sponsorship. As the sponsor, your brand will shine prominently on the large-scale Jumbotron screen located in a high-traffic area of the event.

Your company's logo, promotional messages, and captivating visuals will be displayed on the Jumbotron, ensuring maximum visibility and brand recognition throughout the trade show. This prime advertising space will grab the attention of attendees, generate buzz, and draw attention to your booth.

Web Banner Sponsor (2 available)

\$500

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

IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive and limited to only one sponsor. For this reason, sponsorships are accepted on a first-come, first-served basis.
- All opportunities include promotions on the show website and in social media, as well as additional event marketing.
- The Moncton Boat and Sportsmen Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, lanyards).
- Provision and delivery of Moncton Boat and Sportsmen Show sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring the 2024 Moncton Boat and Sportsmen Show!

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

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2024 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CONTRACT

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

Company Name _____
 Contact Name _____
 Mailing Address _____
 Phone _____
 Email _____

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

| SPONSORSHIP OPPORTUNITY | PRICE (plus applicable taxes) |
|--|-------------------------------|
| <input type="checkbox"/> Title Sponsor | \$20,000 |
| <input type="checkbox"/> Stage Sponsor | \$3,000 |
| <input type="checkbox"/> Venue Branding Sponsor | Based on selection |
| <input type="checkbox"/> Door Prize Sponsor | \$1,500 + prize |
| <input type="checkbox"/> Beer Garden/Rest Area Sponsor | \$1,500 |
| <input type="checkbox"/> Floor Decal Sponsor | \$900 |
| <input type="checkbox"/> Exclusive Lanyard Sponsor | \$750 + Lanyards |
| <input type="checkbox"/> Exclusive Bag Sponsor | \$750 + Bags |
| <input type="checkbox"/> Swag Day Sponsor | \$750 + Swag |
| <input type="checkbox"/> Online Ticket Sponsor | \$750 |
| <input type="checkbox"/> Photo Booth Sponsor | \$750 |
| <input type="checkbox"/> Social Media & eBlast Sponsor Package | \$600 |
| <input type="checkbox"/> TV/Jumbotron Sponsorship | \$500 - \$750 |
| <input type="checkbox"/> Web Banner Sponsor | \$500 |
| <input type="checkbox"/> Additional Social Media Opportunities | \$100 - \$200 |

PAYMENT INFORMATION

Payment due by December 8, 2023

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

I have read and agree to the terms outlined in the 2024 Moncton Boat & Sportsmen Show sponsorship package and contract, and agree to sponsor this event this ___ day of _____, 2024.

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature