



SPONSORSHIP OPPORTUNITIES

BUILDING BUSINESS IN COLCHESTER COUNTY AND BEYOND!

Start 2023 off strong with the Truro Home and Outdoor Show! With home sales soaring in Colchester County and beyond, we predict thousands of attendees will come with specific home project and renovation needs in mind.

With thousands of attendees each year, there's no better place to make an impact with your brand than our tailored-to-you sponsorship opportunities. Read on for exclusive ways you can partner with the show and give extra visibility to your company!

EVENT DETAILS

Date: April 14-16, 2023

Location: Rath Eastlink Community Centre

IMPORTANT NOTES ON SPONSORSHIP:

- The Truro Home & Outdoor Show must approve all sponsorship merchandise using our logo. We reserve the right to refuse any merchandise that does not meet our standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e., bags). Should you prefer, a new price can be offered that includes the product in question.

ACT NOW!

Many of the opportunities are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

TO SIGN ON AS A SPONSOR TODAY, CONTACT:

Pat Steeves

Show Manager

506-649-0024

1-888-454-7469

psteeves@mpltd.ca

Sean Miller

Show Manager

902-468-5021

1-888-454-7469

smiller@mpltd.ca



SPONSORSHIP OPPORTUNITIES

LOBBY SPONSOR (1 AVAILABLE)

\$1,500

Sponsor the main entrance area and set the tone for the event.

This sponsorship includes:

- Signage at main lobby
- Exclusive marketing collateral distribution rights at main entrance
- Web banner top ad on event homepage
- 100 'admit one' event passes

SOCIAL MEDIA SPONSOR PACKAGE (2 AVAILABLE)

\$750

Harness the power of social media! This sponsorship includes:

- Inclusion in one branded direct audience email to our database of past show visitors
- A web banner placed on the show website's homepage
- Mentions in three posts on the show's Facebook page

VISITOR BAG SPONSOR (1 AVAILABLE)

SOLD OUT \$500 + Bags

This exclusive sponsorship includes:

- Your bag (minimum 1000 bags) given out to guests attending the event at the main entrance.
- Signage at main entrance
- 25 'admit one' event passes

EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)

\$500 + Lanyards

This sponsorship includes:

- 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.

FLOOR SIGNAGE SPONSOR (2 AVAILABLE)

\$500

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
- 10 vinyl 2' x 1' arrows imprinted with your graphic in full colour



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WEB BANNER SPONSOR (2 AVAILABLE)

\$500

This sponsorship includes:

Your company's logo will be showcased on the 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.

DOOR PRIZE

In Kind

Provide the Show Door Prize and have top of mind recognition on the door prize posters.

This sponsorship includes:

- Branded Posters located throughout show (enter by scanning a QR code at the show).
- Inclusion on the show website, in e-newsletter marketing and on social media

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.

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 Sean Miller, Show Manager – smiller@mpltd.ca
 PO Box 565, Saint John, New Brunswick E2L 3Z8
 Phone: 1-888-454-7469 • Fax: (506) 658-0750
 G.S.T. Number 10355 7344RT

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"/> Lobby Sponsor	\$1,500
<input type="checkbox"/> Social Media Sponsor	\$750
<input type="checkbox"/> Visitor Bag Sponsor	SOLD OUT \$500 + Bags
<input type="checkbox"/> Lanyard Sponsor	\$500 + Lanyards
<input type="checkbox"/> Floor Signage Sponsor	\$500
<input type="checkbox"/> Web Banner Sponsor	\$500
<input type="checkbox"/> Door Prize	In Kind

PAYMENT INFORMATION

Payment due by January 12, 2023

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

I have read and agree to the terms outlined in the 2023 Truro Home & Outdoor Show sponsorship package and contract, and agree to sponsor this event this ___ day of _____, 20__.

 Signature per Master Promotions Ltd.

 Sponsorship Applicant's Signature