



**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!**

### **ADMISSION SPONSORSHIP**

### **CONTACT FOR PRICING**

Sponsor admission to the show for prominent exposure through our digital marketing channels, including social media, website, and direct email marketing. Additionally, enjoy on-site visibility on admission day, reaching a diverse audience of attendees and exhibitors. This sponsorship offers a unique opportunity to connect with our engaged community, enhancing brand recognition and amplifying your reach.

### **TV/JUMBOTRON SPONSOR (10 AVAILABLE)**

**\$500**

Make a big impact and captivate the attention of attendees at the Truro Home & Outdoor 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 in the Jumbotron, ensuring maximum visibility and brand recognition throughout the show.

### **VISITOR BAG SPONSOR (1 AVAILABLE)**

**\$500 + Bags**

Attendees will appreciate this convenience as they visit exhibits and walk through the Rath Eastlink Community 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. Two options for this sponsorship:

1. Sponsor provides a minimum of 750 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.

### **EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)**

**\$500 + Lanyards**

You provide the lanyards (minimum 500 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. Two options for this sponsorship:

1. You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 500 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 PEN SPONSOR

**\$1000 + Pens**

The door prize area will be busy during the show. It is the first place where visitors make their impression of the show, and the first place they'll look for a pen to complete the door prize ballot. Enjoy the benefits of having your name within arm's reach of all visitors by providing them with a branded keepsake that will stay with them long after the show is done. Sponsor must provide a minimum of 750 pens.

## FLOOR DECALS/DIRECT ROUTE SPONSOR (2 AVAILABLE)

**\$650**

Increase awareness of your booth location and make your presence stand out. You'll receive up to 10 branded floor decals that guide attendees from the entrance directly to your booth. **Opportunities limited - 2 available.**

## SOCIAL MEDIA SPONSOR (3 AVAILABLE)

**\$500**

Harness the power of social media! This unique sponsorship package has three elements: inclusion in three direct audience emails to our database of past show visitors; a shout-out on the event's "show features" web page; and mentions in three posts on the show's Facebook page. Your company name and a link to your corporate website will be included in each element. Don't miss this high exposure opportunity. **Opportunity limited - 3 available.**

## WEB BANNER SPONSOR (2 AVAILABLE)

**\$500**

Your company's logo will be showcased on the Truro Home & Outdoor Show's 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**

Door prize will need to have a minimum retail value of \$500. Prize must be approved by show management. Note: the prize must be free and clear of any taxes, add-ons or fees. This sponsorship includes:

- Inclusion on the show website & social media event page
- Inclusion in select media including, radio, newsprint & television
- On-site signage and display space for the prize close to the front entrance (depending on the prize)

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

### Other Opportunities Available

- Water Bottle Sponsor
- Celebrity Sponsorship
- Swag Day Sponsor
- Feature Sponsor
- Sponsored Blog Post

*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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