



## SPONSORSHIP OPPORTUNITIES

### SOLD - Presenting Sponsor

#### Pre-event Marketing

- Logo recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in all print marketing
- Name recognition on magnet signs (urban and rural) one month leading up to the show
- Presenting Sponsor recognition on local radio station
- Logo recognition on all event posters to be displayed throughout Airdrie
- Name recognition on all digital signage
- Three business profiles in the Chamber promoting your involvement in the show (max 500 words)

#### At the event

- Two complimentary exhibitor booths in a prime location (manned by your staff) (Approx. value \$1,200)
- Complimentary power for booths
- Logo recognition on event signage (welcome banners & door prize ballot)
- Event signage for main entrance (signage to be supplied by sponsor)
- Logo recognition on program
- Opportunity to showcase your business as the presenting sponsor during Facebook lives throughout the weekend
- Opportunity to provide messaging on entertainment stage during the show
- Main stage shoutouts throughout the weekend
- Opportunity to provide 500 branded swag bags to be stuffed with exhibitor goodies (given to the first 250 attendees on each day of the show)
- Option to have promotional materials placed into attendee bags (x500)
- Opportunity to activate your sponsorship by volunteering throughout the weekend
- Plus, we are open to discussing any other marketing ideas to activate your sponsorship such as videos on social media showing your involvement in the show. Any additional costs to produce these materials would be paid by the sponsor.
- 25 complimentary AHLS tickets

## **SOLD - Venue Sponsor**

- Four complimentary exhibitor booths (manned by your staff) - (Approx, value \$2,200)
- Logo recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Onsite signage: logo recognition on sponsorship recognition signs prominently displayed at entrances
- Opportunity to provide messaging on entertainment stage during the show
- Main stage shoutouts throughout the weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 15 complimentary AHLS tickets

## **Stage Sponsor - \$2,500 plus gst**

- One complimentary exhibitor booth (manned by your staff) - (Approx. value \$600)
- Logo recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Onsite signage: logo recognition on sponsorship recognition signs prominently displayed at entrances
- Event signage above/on stage (signage to be supplied by sponsor)
- Opportunity to showcase your business as the stage sponsor during Facebook lives throughout the weekend
- Opportunity to provide messaging on entertainment stage during the show
- Main stage shoutouts throughout the weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 15 complimentary AHLS tickets

## **Makers Market Sponsor - \$1,500 plus gst**

- One complimentary exhibitor booth (manned by your staff) in Makers Market Area - (Approx. value \$275)
- Logo recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Onsite signage: logo recognition on sponsorship recognition signs prominently displayed at entrances
- Onsite signage at the entrance(s) of the makers market (signage to be supplied by sponsor)
- Opportunity to provide messaging on entertainment stage during the show
- Main stage shoutouts throughout the weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

## **Money Tunnel Sponsor - \$1,500 plus gst**

- 10% off exhibitor booth rate in effect. A code will be given at the time of registration.
- Logo recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Logo recognition on show bucks
- Onsite signage: name recognition on sponsorship recognition signs prominently displayed at entrances
- Opportunity to showcase your business as the money tunnel sponsor during Facebook lives
- Opportunity to have your logo on the Money Tunnel itself (sponsor to supply signage)
- Opportunity to activate your sponsorship by participating during the money tunnel time slots on the stage

- Main stage shoutouts throughout the weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

### **Children's Special Guest Sponsor: Saturday - \$1,000 plus gst**

- 10% off exhibitor booth rate in effect. A code will be given at the time of registration.
- Logo recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Onsite signage: logo recognition on sponsorship recognition signs prominently displayed at entrances
- Event signage on stage during special guest' presentation (signage to be supplied by sponsor)
- Opportunity to showcase your business as the special guest sponsor during Facebook lives
- Opportunity to provide messaging on entertainment stage during the show
- Opportunity to introduce special guest
- Main stage shoutouts throughout the weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

### **Children's Special Guest Sponsor: Sunday - \$1,000 plus gst**

- 10% off exhibitor booth rate in effect. A code will be given at the time of registration.
- Logo recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Onsite signage: logo recognition on sponsorship recognition signs prominently displayed at entrances
- Event signage on stage during special guest' presentation (signage to be supplied by sponsor)
- Opportunity to showcase your business as the special guest sponsor during Facebook lives
- Opportunity to provide messaging on entertainment stage during the show
- Opportunity to introduce special guest
- Main stage shoutouts throughout the weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

### **Exhibitor Lounge - \$1,000 plus gst (or product in trade)**

- 10% off exhibitor booth rate in effect. A code will be given at the time of registration.
- Name recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in Exhibitor Manual as exhibitor lounge sponsor with live link to website
- Logo recognition in show program
- Onsite signage: name recognition on exhibitor lounge and throughout lounge
- Opportunity to showcase your business as the exhibitor lounge sponsor during Facebook lives
- Main stage shoutouts throughout Home Show weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

### **Early Bird Sponsor: Saturday - \$1,000 plus gst**

- 10% off exhibitor booth rate in effect. A code will be given at the time of registration.

- Name recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Activate your sponsorship by volunteering Saturday morning during the Early Bird time slot
- Onsite signage: name recognition on sponsorship recognition signs prominently displayed at entrances
- Opportunity to showcase your business as the early bird sponsor during Facebook lives
- Main stage shoutouts throughout Home Show weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

### **Early Bird Sponsor: Sunday - \$1,000 plus gst**

- 10% off exhibitor booth rate in effect. A code will be given at the time of registration.
- Name recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition in show program
- Activate your sponsorship by volunteering Saturday morning during the Early Bird time slot
- Onsite signage: name recognition on sponsorship recognition signs prominently displayed at entrances
- Opportunity to showcase your business as the early bird sponsor during Facebook lives
- Main stage shoutouts throughout Home Show weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

### **Bingo Card Sponsor - \$1,000 plus gst**

- 10% off exhibitor booth rate in effect. A code will be given at the time of registration.
- Name recognition on Airdrie Chamber of Commerce website
- Logo recognition on Airdrie Chamber of Commerce social media (Facebook, Twitter, Instagram, & LinkedIn)
- Logo recognition on bingo card
- Name recognition in show program
- Onsite signage: name recognition on sponsorship recognition signs prominently displayed at entrances
- Main stage shoutouts throughout the weekend
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)
- 10 complimentary AHLS tickets

### **Exhibitor Shuttle Bus Sponsor - \$500 plus gst**

- Name recognition on Airdrie Chamber of Commerce website
- Opportunity to display logo on exhibitor bus
- Name recognition as Exhibitor Shuttle Bus Sponsor in all exhibitor correspondence relating to the bus
- Name recognition in show program
- Onsite signage: name recognition on sponsorship recognition signs prominently displayed at entrances
- Recognition in Chamber e-newsletter following the event
- Main stage shoutouts throughout the weekend
- Option to have promotional materials placed into attendee bags (x500)
- 5 complimentary AHLS tickets

### **Business Builder Sponsor - \$500 plus gst**

- Name recognition on Airdrie Chamber of Commerce website

- Name recognition in show program
- Recognition in Chamber e-newsletter following the event
- Main stage shoutouts throughout the weekend
- Option to have promotional materials placed into attendee bags (x500)
- 5 complimentary AHLS tickets

## Friends of the Show Sponsor - \$250 plus gst

- Name recognition on Airdrie Chamber of Commerce website
- Name recognition in show program
- Recognition in Chamber e-newsletter following the event
- Option to have promotional materials placed into attendee bags (x500)

**Please contact Ashley Sinclair [ashley@airdriechamber.ab.ca](mailto:ashley@airdriechamber.ab.ca) via email to secure your sponsorship.**

Please note, sponsorships are sold on a first come, first serve basis. The Airdrie Chamber of Commerce will be responsible for invoicing all sponsors for payment. **Please make sure to include a .EPS and a high resolution .JPEG file of your logo when securing your sponsorship.**

## Door Prize Donation

If you are unable to enter into a Sponsorship Agreement and would like to contribute to the Airdrie Home & Lifestyle Show, door prize donations are greatly appreciated and welcomed. With every donation, your business name will be recognized on the Airdrie Chamber event page

Please email [ashley@airdriechamber.ab.ca](mailto:ashley@airdriechamber.ab.ca) to let the Chamber know what you will be donating. It would be greatly appreciated if you could please have all door prizes delivered to the Chamber no later than April 3, 2023.

**\*\*Please note that all sponsorship marketing opportunities are time sensitive and can only be honored with appropriate notice.\*\***