

28TH
ANNUAL



BC
SPORTSMEN'S
SHOW
BOATING • FISHING • HUNTING

MARCH 1 - 2 - 3
2019

TRADE

ABBOTSFORD, BC

WWW.BCSPORTSMENSHOW.CA

 **Master Promotions Ltd.**



SPONSORSHIP OPPORTUNITIES





BC's largest boating, fishing, hunting & sportsmen's show is back...

A longtime favourite of outdoorsmen and women from throughout the region! Each year, thousands of visitors attend this massive three-day event to shop, attend seminars and take in all the family-friendly features, including a kids' fishing pond, film screening and much more.

The BC Sportsmen's Show is a one-stop marketplace for outdoor enthusiasts. Visitors will find fishing retailers and manufacturers, boats of all sizes, camping gear, ATVs and accessories, hunting gear and equipment, camo clothing, retailers, outfitters and so much more.

There's no better way than sponsorship to reach the thousands of attendees at the show each year.

OUR AUDIENCE BY THE NUMBERS...



70%
of attendees
make a purchase



DEMOGRAPHICS

76% male | 24% female

30% are 18 34 years old

41% are 35 54 years old

ACT NOW!

Many of 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

If you don't see what you are looking for or would like to discuss a unique packages tailed to your company's specific needs, please don't hesitate to reach out to the Show Manager:

LES TRENDALL
Show Manager
ltrendall@mpltd.ca
1-877-888-7111

KEYNOTE GUEST SPEAKER SPONSOR (2 available) \$5,000

2019 speaker TBD. Past speakers have included JP Derosé, Amanda Lynn Mayhew (JustHunt TV), Brian Chan, Wayne Carlton, Keith & Paul Beasley (Canada in the Rough stars) and Mariko Izumi.

Sponsorship includes:

Value:

Display area (10'x10' deluxe package appearance space)	\$1,500	<i>*Other guest speaker sponsorship opportunities are available. A full range of speaker and sponsor package costs are available upon request.</i>
Radio promotion with sponsor recognition	\$2,000	
Newspaper campaign with sponsor recognition	\$2,000	
Social Media promotion with sponsor recognition	\$1,500	
Editorial, logos and photos in Show Guide	\$500	
Online pre-event contest and click through	\$500	
20 VIP tickets for keynote event	\$400	
Two full color 2'x3' signs at stage area	\$300	

SOCIAL MEDIA SPONSOR (2 available) \$1,000

Harness the power of social media! This valuable sponsorship package has three elements; inclusion in one branded audience email to our database of past show visitors; web banner placed on the event website; and mentions in three posts on the show's Facebook & Twitter pages. Custom contests/messaging can be approved by the Marketing manager.

DIRECT ROUTE SPONSOR (2 available) \$500

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.

'YOU ARE HERE' SIGN SPONSOR (2 available) \$500 per sign

These signs will be strategically placed throughout the show to familiarize attendees with the layout, their current location, and most importantly, **your** location. As a sponsor, your logo will be above the site map and your location will be highlighted on the map for all attendees to see. Help visitors find their way, and lead them directly to your booth.

EXCLUSIVE ATTENDEE BAG SPONSOR (1 available) \$500 + bags

Attendees will appreciate this convenience as they visit exhibits and walk through TRADEX. Official show bags will be distributed to all attendees at the show entrance, which will offer them an easy way to gather and transport 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. (Sponsor must provide a minimum of 5,000 bags. We reserve the right to approve the bag design)

EXCLUSIVE LANYARD SPONSOR (1 available)**\$500 + lanyards**

Attendees will appreciate this convenience as they visit exhibits and walk through the EY Centre. Official show bags will be distributed to all attendees at the show entrance, which will offer them an easy way to gather and transport 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. (Sponsor must provide a minimum of 5,000 bags. We reserve the right to approve the bag design)

WEB BANNER SPONSOR (3 available)**\$500**

Ottawa Boat Show web banners are a great way to get your message to the right people. Your web banner will run on the homepage for the months leading up to the show. As features are posted, and online ticket sales are available, the site will be even busier with visitors looking for show information. Web banners are a cost-effective way to reach qualified clients and to create an impact months prior to the show.

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.

All sponsorships will be recognized on sponsor signage at the show and on the BC Sportsmen's Show website.

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

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.
- The BC Sportsmen's Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality of standards.
- Some of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price. (i.e. Bags, Hats)
- Provision and delivery of BC Sportsmen's Show sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring the 2019 BC Sportsmen's Show. We look forward to helping you maximize your sponsorship to its full potential.

To sign on as a sponsor today, contact:

LES TRENDALL
Show Manager
ltrendall@mpltd.ca
1-877-888-7111



Les Trendall, Show Manager – ltrendall@mpltd.ca
 PO Box 688, Abbotsford BC, V2T 6Z8
 1-877-888-7111 • www.bcsportsmenshow.ca
 GST 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 _____
 Email _____

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

	SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/>	Keynote Guest Speaker Sponsor (2 available)	\$5,000
<input type="checkbox"/>	Social Media Sponsor (2 available)	\$1,000
<input type="checkbox"/>	Direct Route Sponsor (2 available)	\$500
<input type="checkbox"/>	'You are Here' Sign Sponsor (2 available)	\$500
<input type="checkbox"/>	Exclusive Bag Sponsor (1 available)	\$500 + bags
<input type="checkbox"/>	Exclusive Lanyard Sponsor (1 available)	\$500 + lanyards
<input type="checkbox"/>	Web Banner Sponsor (3 available)	\$500

PAYMENT INFORMATION

Payment due by February 1, 2019 - (Please make cheques payable to Master Promotions Ltd.)

- Cheque Enclosed Please Invoice Me

I have read and agree to the terms of the outlined in the 2019 BC Sportsmen's Show sponsorship package and contract, and agree to sponsor this event this ____ day of _____, 20__

 Signature per Master Promotions Ltd.

 Sponsorship Applicant's Signature