

# HALIFAX INTERNATIONAL BOAT SHOW

FEBRUARY 6 - 9, 2020



**HALIFAX**  
EXHIBITION CENTRE

**BOATING** &  
ATLANTIC

**SPONSORSHIP KIT**

[WWW.HALIFAXBOATSHOW.COM](http://WWW.HALIFAXBOATSHOW.COM)



**M** Master  
Promotions Ltd.

# SIGNATURE SPONSORSHIP OPPORTUNITIES

## **\$20,000 - TITLE SPONSOR – NAMING RIGHTS**

As the sole title sponsor, you'll have naming rights for the event. Your brand will be included in all collateral, advertising, digital communications, social media and online. This sponsorship level includes a targeted on-site presence as well. Exact details of the sponsorship package will be determined in conjunction with the sponsor following a discovery meeting.

## **\$2000 - FEATURE SPONSOR**

*Named sponsor for one of the event's major feature area categories, including:*

- Branded signage throughout event
- Opportunity to distribute collateral from feature area
- Title sponsor of section on event website
- 100 'admit one' event passes

## **\$800 - DIGITAL MEDIA SPONSOR**

*This sponsorship includes:*

- Big Box ad on [www.HalifaxBoatShow.com](http://www.HalifaxBoatShow.com)
- Leaderboard ad in electronic newsletter sent to over 7000 opted in emails from previous event visitors
- Boosted post on Halifax Boat Show facebook page
- 25 'admit one' event passes
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## **\$750 - FOOT PRINT SPONSOR**

*This sponsorship includes:*

- 8 x Sponsor branded peel and stick full color arrows, placed on the show aisle carpet leading to your booth.

## **\$500 + Cost of Bags - BAG SPONSOR**

*This sponsorship includes:*

- Sponsor branded bag, distributed at entrance to each event visitor.
- Opportunity to place a handout/promotional item in each bag.

## **\$500 + Cost of Lanyards - EXCLUSIVE LANYARD SPONSOR**

You may provide existing lanyards or arrange to have them printed by our supplier. This category is limited to sponsors who are non-competitive to exhibitors. Minimum 1000 lanyards must be provided.

## **SIGN ON AS A SPONSOR TODAY!**

Scott Sprague, Show Manager

[ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)

1-888-454-7469

Scott Sprague, Show Manager – [ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)  
Catherine MacNutt – Marketing & Operations Manager – [cmacnutt@mpltd.ca](mailto:cmacnutt@mpltd.ca)  
PO Box 565, Saint John, New Brunswick E2L 3Z8  
Phone: 1-888-454-7469 • Fax: (506) 658-0750  
Online: [www.masterpromotions.ca](http://www.masterpromotions.ca)  
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:

<b>SPONSORSHIP OPPORTUNITY</b>	<b>PRICE (plus applicable taxes)</b>
<input type="checkbox"/> Title Sponsor – Naming Rights	\$20,000
<input type="checkbox"/> Feature Sponsor	\$2,000
<input type="checkbox"/> Lanyard Sponsor (must provide lanyards)	\$500 + Cost of Lanyards
<input type="checkbox"/> Bag Sponsor (must provide bags)	\$500 + Cost of Bags
<input type="checkbox"/> Digital Media Sponsor	\$800
<input type="checkbox"/> Foot Print Sponsor	\$750

**PAYMENT INFORMATION**

Payment due by January 13<sup>th</sup>, 2020.

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

I have read and agree to the terms outlined in the 2020 Halifax International Boat Show sponsorship package and contract, and agree to sponsor this event this \_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Signature per Master Promotions Ltd.

\_\_\_\_\_  
Sponsorship Applicant's Signature