

# HALIFAX INTERNATIONAL BOAT SHOW

Halifax  
Exhibition  
Centre.

FEBRUARY 7 – 10,  
2019

HALIFAX, Nova  
Scotia, Canada

## The must-attend event for the recreational boating industry...

### SIGNATURE SPONSORSHIP OPPORTUNITIES

#### TITLE SPONSOR – NAMING RIGHTS

**\$20,000**

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.

#### FEATURE SPONSOR

**\$2,000**

*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

#### EXCLUSIVE LANYARD SPONSOR (1 available)

**\$900**

Your company logo and website will be printed on lanyards that will be worn by exhibitors throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors. *(Sponsor must provide a minimum of 500 branded lanyards. We reserve the right to approve the design.)*

## **DIGITAL MEDIA SPONSOR**

**\$800**

*This sponsorship includes:*

- Big Box ad on [www.HalifaxBoatShow.com](http://www.HalifaxBoatShow.com)
- Leaderboard ad in electronic newsletter (minimum 2 occasions) to over 2000 event visitors
- Boosted post on Halifax Boat Show facebook page
- 40 'admit one' event passes

## **BAG SPONSOR**

**\$750 plus bags**

*This sponsorship includes:*

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

## **FOOT PRINT SPONSOR**

**\$750**

*This sponsorship includes:*

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

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

**Scott Sprague, Show Manager**

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

**Toll Free: 1-888-454-7469**

**In Halifax: 902-468-4999**

**If you don't see what you are looking for, let us know and we can design a custom package that's just right for your company.**

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:

SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/> Title Sponsor – Naming Rights	\$20,000
<input type="checkbox"/> Feature Sponsor	\$2,000
<input type="checkbox"/> Lanyard Sponsor (must provide lanyards)	\$900
<input type="checkbox"/> Bag Sponsor (must provide bags)	\$750
<input type="checkbox"/> Digital Media Sponsor	\$800
<input type="checkbox"/> Foot Print Sponsor	\$750

## PAYMENT INFORMATION

Payment due by January 14<sup>th</sup>, 2019

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

I have read and agree to the terms outlined in the 2019 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