



SPONSORSHIP OPPORTUNITIES

This February, the EY Centre will once again be filled with everything for the boating & fishing enthusiast and lifestyle during the **Ottawa Boat & Outdoors Show**. This is a unique show where visitors can shop the show and compare models under one roof for four days only.

Stand out from your competitors by increasing your exposure before the show, and on show site by choosing from one of our **sponsorship opportunities**. Put your company name in front of thousands of exhibitors and visitors who are part of the Show annually.

AUDIENCE PROFILE

73% of attendees own a watercraft.

46% of attendees plan to purchase new watercraft in the next year.

51% of people at the show in 2023 were first-time attendees!

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:

SCOTT SPRAGUE

Show Manager

ssprague@mpltd.ca

1-888-454-SHOW (7469)

TITLE SPONSOR (1 available)

\$20,000

The Title Sponsorship is the absolute best way to get your brand in front of the Ottawa Boat & Outdoors Show audience. Sponsorship includes:

- 20' x 20' Booth space in a prominent location agreed on between sponsor & show management.
- Inclusion on the show website & social media event page
- Inclusion in **all** media including, radio, newsprint & television
- Inclusion in marketing materials such as e-blasts, signage, and other advertisements
- 50 'admit one' event passes for your VIPs

DAILY TITLE SPONSOR (4 available)

Based on day

This top-tier sponsorship opportunity highlights your company as the sponsor of the day. This opportunity comes with many perks:

- Opportunity to hand out swag or marketing collateral to event attendees.
- Full color signage package including signage at registration and direct route floor decals.
- Inclusion in multiple direct-email marketing
- Three inclusions on social media
- Placement on event website

Thursday/Friday: \$3,000 per day; Saturday: \$5,000 per day; Sunday: \$4,000 per day.

OFFICIAL TRUCK SPONSOR (1 available)

To be negotiated

As "Official Truck", your brand will be placed prominently and front and center at the show. This is an exclusive opportunity and your level of investment will be negotiated based on size of booth, space requirements, etc. Sponsorship includes:

- Display area (30' x 50' on main show floor)
- One Vehicle placement at Entrance
- Inclusion in **selected** media including, radio, newsprint & television
- Inclusion on the show website & social media event page
- Inclusion in email blast to 3000+ previous visitors.
- 40 'admit one' event passes for your VIPs
- Ability to have on-site test drives; up to 6 Parking spots included

FREE PARKING SPONSOR

Daily: \$4,000.00 – Full Event \$20,000.00

Become a sponsor for FREE PARKING! This exclusive opportunity makes you a major part of marketing the show – your brand will be mentioned across numerous channels for months leading up to the event.

Your company name & logo will be featured and thanked on signage around venue, plus in major advertising and promotion campaigns (radio, social media, etc.). The benefits:

- Inclusion in show advertising including, **radio, newsprint & television**
- Inclusion on the **show website & social media event page**
- Inclusion in **email blast(s) to 8000+ previous visitors.**
- **20 'admit one' event passes** for your VIPs

INTERNET BUYOUT SPONSOR (1 available)**To be determined**

Keep attendees connected by becoming the exclusive sponsor of the event's internet services. As the sponsor, your company will help provide reliable and high-speed internet access throughout the event, ensuring seamless connectivity for all attendees.

Your brand logo will be prominently featured on signage, login screens, and promotional materials related to the internet services. Attendees will appreciate the convenience and reliability of the internet connection while associating your brand with the seamless experience they have at the event.

VENUE BRANDING SPONSOR (1 available)**Based on selection**

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at the EY Centre. This will ensure you are the first and last thing event attendees see. This opportunity is customizable and opportunities are endless. Create a branded welcome arch, decals for the windows, wrapped doors, signage above ticket windows, branded stairs - get creative. Working closely with the Marketing & Operations Manager - we will ensure your brand is imprinted in attendees minds. Price Points based on Custom opportunity.

STAGE SPONSOR (1 available)**\$5,000**

The Seminar Stage is hugely popular at the Ottawa Boat & Outdoors Show - by sponsoring the Seminar stage you will put your brand front and center in front of thousands of engaged outdoors enthusiasts. Included in this sponsorship is the opportunity to present a seminar, branded banners, signage and/or backdrops on the stage, logo placement between sessions on the screen. Your brand will also be included via our digital marketing channels such as social media, website, and direct email marketing.

FEATURE/ZONE SPONSOR (? available)**\$5,000**

Feature and Zone Sponsors have the opportunity to attach their name to a loved feature at the Ottawa Boat & Outdoors Show. Included in this sponsorship is branded banners, signage and/or backdrops in the area. Your brand will also be included via our digital marketing channels such as social media, website and direct email marketing as a sponsor of the feature or zone! Don't miss this high visibility option.

ONLINE TICKET SPONSOR (1 available)**\$4,000**

This sponsorship offers a prime opportunity to showcase your brand prominently to potential attendees as they purchase tickets for the event. As the sponsor, your company's logo, messaging, and brand visuals will be prominently displayed on the ticketing page and confirmation email, ensuring that every visitor sees your brand while purchasing their tickets. This strategic placement will create brand recognition, establish credibility, and drive engagement with your target audience.

By leveraging this sponsorship opportunity, you can capture the attention of individuals interested in the event, generate excitement, and encourage them to explore your products or services. Additionally, we can collaborate on special promotions, discounts, or exclusive offers for ticket purchasers, further incentivizing them to engage with your brand.

DOOR PRIZE SPONSOR (1 available)

\$1,500 in kind

Door prize will need to have a minimum retail value of \$1,500. Prize must be approved by show management and will be in exchange for sponsorship benefits including:

- Inclusion on the show website & social media event page
- Inclusion in select media including, radio, newsprint & television
- Ballots & On-site signage provided
- Display space for the prize close to the front entrance (depending on the prize)
- 40 'admit one' event passes
- Note: the prize must be free and clear of any taxes, add-ons or fees.

SWAG DAY SPONSOR (4 available)

\$1,000 + swag

This unique sponsorship opportunity will get your branded swag (hat, lure, t-shirt, etc.) in the first 500 hands. This is a superb opportunity to create brand awareness or draw attention to a new brand, product or product line. This opportunity is available each event day - four opportunities. Swag day sponsors will be advertised throughout our social media, email blasts & website channels.

EXCLUSIVE ATTENDEE BAG SPONSOR (1 available) \$1,000 - \$3,000

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) **Two Options for this Sponsorship:**

1. Sponsor provides a minimum of 5,000 bags. We reserve the right to approve the bag design. \$1,000 plus 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. \$3,000 for this turnkey opportunity.

EXCLUSIVE LANYARD SPONSOR (1 available)

\$1,000 - \$3,000

As exhibitors register for the show, they will be given a lanyard to hold their badge around their neck. Don't miss this high-visibility opportunity to hang your name on exhibitors who will be face to face with those who visit the show. **Two Options for this Sponsorship:**

1. You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 1000 bulldog clip lanyards). \$1,000.00 plus lanyards.
2. Provide us with your company logo and we will have the lanyards designed, printed and delivered to the show. \$3,000.00 for turnkey sponsorship.

DIRECT ROUTE SPONSOR (2 available)

\$1,000

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.

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

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

HAT DAY SPONSOR (2 available)**\$500 plus 500 hats**

This unique sponsorship opportunity will get your branded hat in the first 500 hands. This is a superb opportunity to create brand awareness or draw attention to a new product or product line. We are looking to give away hats to the first 500 visitors on Saturday and Sunday. This will be advertised throughout our social media, email blasts & website channels.

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

Ottawa Boat & Outdoors 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.

All sponsorships will be recognized on sponsor signage at the show and on the Ottawa Boat & Outdoors 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 Ottawa Boat & Outdoors 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 Ottawa Boat & Outdoors Show sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring the 2024 Ottawa Boat & Outdoors Show.

To sign on as a sponsor today, contact:

SCOTT SPRAGUE

Show Manager

ssprague@mpltd.ca

1-888-454-SHOW (7469)

SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name _____

Contact Name _____

Phone _____

Email _____

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

	SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/>	Title Sponsor	\$20,000.00
<input type="checkbox"/>	Daily Title Sponsor	Based on day
<input type="checkbox"/>	Official Truck Sponsor (list negotiated amount at right)	\$ _____
<input type="checkbox"/>	Free Parking Sponsor (please indicate level here: _____)	\$ _____
<input type="checkbox"/>	Internet Buy-out Sponsor	TBD
<input type="checkbox"/>	Venue Branding Sponsor	Based on selection
<input type="checkbox"/>	Stage Sponsor	\$5,000
<input type="checkbox"/>	Feature/Zone Sponsor	\$5,000
<input type="checkbox"/>	Online Ticket Sponsor	\$4,000
<input type="checkbox"/>	Door Prize Sponsor	\$1,500 In Kind
<input type="checkbox"/>	Swag Day Sponsor	\$1,000 + Swag
<input type="checkbox"/>	Exclusive Attendee Bag Sponsor	\$1,000 + Bags OR \$3,000
<input type="checkbox"/>	Exclusive Lanyard Sponsor	\$1,000 + Lanyards OR \$3,000
<input type="checkbox"/>	Direct Route Sponsor	\$1,000
<input type="checkbox"/>	Social Media Sponsor	\$1,000
<input type="checkbox"/>	Hat Day Sponsor	\$500 + 500 Hats
<input type="checkbox"/>	Web Banner Sponsor	\$500

PAYMENT INFORMATION

Payment due by January 27, 2024 - (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 2024 Ottawa Boat & Outdoors Show sponsorship package and contract, and agree to sponsor this event this ____ day of _____, 20__

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature