



2024

# Home & Leisure Tradeshow Sponsorship

Southeast Alberta  
*Home & Leisure*  
Tradeshow

Each year, the Chamber invests time and resources into creating a quality trade show for our community, and we are so excited to bring our show to Brooks for the first time in October, 2024.

We offer several sponsorship opportunities, from full-on event wide exposure to a targeted, more focused approach. No matter your marketing objectives, goals, or industry, we offer a wide range of opportunities to fit your needs. Have an idea for something a little bit different? We are happy to work with you to tailor a specific package for you. We want to help you get your marketing message out and maximize your investment.

Throughout this package, you will see our range of our sponsorship opportunities, which we can further customize to fit your needs. Thank you in advance for your consideration and interest in supporting our 2024 Southeast Alberta Fall Home + Leisure show; we look forward to working with you.

Naomi Zacharias

Business Development Coordinator - Brooks/Newell Region

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403-363-9819



**TITLE SPONSOR (1)                      \$2500**

An exclusive, top-level sponsorship of the Southeast Alberta Home + Leisure show will provide your business with premiere exposure at the event. This sponsorship will be customized to fit your business and marketing goals.

**FLEXHALL SPONSOR (1)                      \$1,000**

The Southeast Alberta Fall Home + Leisure Tradeshow will encompass both the Flexhall and Fieldhouse of the JBS Canada Centre. With your sponsorship, your business will be the named sponsor for the Flexhall. You will receive naming rights, logo recognition in the Show Guide, event marketing (print, digital, and online), and banner placement in the Flexhall (banners to be supplied by the sponsor). A 10% discount will also be offered for any booth space purchased in the hall. Also includes 25 - One Day Show Passes

**FIELDHOUSE SPONSOR (1)                      \$1,000**

The Southeast Alberta Fall Home + Leisure Tradeshow will encompass both the Flexhall and Fieldhouse of the JBS Canada Centre. With your sponsorship, your business will be the named sponsor for the Fieldhouse. You will receive naming rights, logo recognition in the Show Guide, event marketing (print, digital, and online), and banner placement in the Fieldhouse (banners to be supplied by the sponsor). A 10% discount will also be offered for any booth space purchased in the Fieldhouse. Also includes 25 - One Day Show Passes

**SUPPORTING SPONSOR                      \$475**

Your brand will be recognized as a supporting sponsor of the show with logo recognition on pre-event marketing (print, digital, and online), the printed show guide, the welcome archway, and recognition in the exhibitor welcome package. Also includes 25 - One Day Show Passes

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**ONLINE TICKET DISCOUNT SPONSOR (1)                      \$1250**

Your business will be promoted as the official sponsor of the online pre-purchase ticket discount. Social media, website, and The Voice newsletter promotion to skip the line and purchase tickets in advance at a discounted price. Also includes 50 - One Day Show Passes

**DOOR PRIZE SPONSOR (5)                      \$250 or Equivalent Value in Product**

\$500+ value prize donation to be presented as an enter to win draw during the tradeshow. Show signage, online & social media, and inclusion in the printed show guide advertising leading up to the show.

**SOCIAL MEDIA SPONSOR (Multiple)                      \$150**

Promote your booth and show participation to show patrons with inclusion in three posts on The Chamber's Facebook page and Instagram account leading up to the show. Also included is a 'live' interview posted on our Instagram and Facebook story during the show and an enhanced listing in the printed show guide.

**EXHIBITOR LOUNGE & RECEPTION SPONSOR (1)      \$2,000**

A sponsor choice of either a breakfast social or after-hours reception for our valued exhibitors to connect, network, and socialize - be the title sponsor to increase your brand awareness with local businesses. Sponsor recognition and signage displayed in the exhibitor lounge and reception are also offered with this sponsorship (signage to be provided by the sponsor). It also includes logo recognition on pre-event marketing (print, digital, and online), the welcome archway, the printed show guide and recognition in the exhibitor welcome package and event invites. Also includes 25 - One Day Show Passes and 2 tickets to The Exhibitor's Reception.

**VOLUNTEER / STAFF MEAL SPONSOR (4)**

Sponsorship of 20 meals to serve our hard-working show volunteers and staff. 4 sponsorships are available: Friday dinner, Saturday lunch + dinner, and Sunday lunch. Banner placement within the show (banner supplied by the sponsor), logo recognition in printed show guide (20,000 copies), welcome archway, and 10 complimentary show passes.

**EXHIBITOR REFRESHMENT SPONSOR**

In-Kind sponsorship of bottled water and/or coffee to be served to exhibitors throughout the show. Logo recognition is in printed show guides, welcome archways, online, and social media. Includes 10 complimentary show passes.

**EXHIBITOR SNACK CART SPONSOR**

Sponsorship of fresh fruit and assorted snacks to be delivered to exhibitors throughout the show. Logo recognition is in printed show guides, welcome archways, online, and social media. Includes 10 complimentary show passes.

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**CUSTOM PACKAGES**

Want something different? Have a specific goal in mind for your sponsorship? Get in touch! We are happy to meet with you and tailor a personalized sponsorship package.

