



## SPONSORSHIP OPPORTUNITIES

### PICTOU COUNTY'S FAVOURITE EVENT FOR THE HOME... AND HOME AWAY FROM HOME!

Join the home improvement revolution at the Pictou County Home Show for its fifth annual edition. With the added audience of RV shoppers visiting Stones RV Spring Show & Sale, it is event you can't afford to miss!

With thousands of attendees each year, there's no better place to make an impact with your brand than our tailored-to-you sponsorship opportunities. Read on for exclusive ways you can partner with the show and give extra visibility to your company!

### IMPORTANT NOTES ON SPONSORSHIP:

- The Pictou County Home Show must approve all sponsorship merchandise using our logo. We reserve the right to refuse any merchandise that does not meet our standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e., bags). Should you prefer, a new price can be offered that includes the product in question.

### ACT NOW!

Many of the opportunities 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 package tailored to your company's specific needs, please don't hesitate to reach out to your show manager:

#### TO SIGN ON AS A SPONSOR TODAY, CONTACT:

**Pat Steeves**  
Show Manager  
506-649-0024  
1-888-454-7469  
[psteeves@mpltd.ca](mailto:psteeves@mpltd.ca)

**Sean Miller**  
Show Manager  
902-468-5021  
1-888-454-7469  
[smiller@mpltd.ca](mailto:smiller@mpltd.ca)



# SPONSORSHIP OPPORTUNITIES

## LOBBY SPONSOR (1 AVAILABLE)

**\$1,500**

*Sponsor the main entrance area and set the tone for the event.*

*This sponsorship includes:*

- Signage at main lobby
- Exclusive marketing collateral distribution rights at main entrance
- Web banner top ad on event homepage
- 100 'admit one' event passes

## SOCIAL MEDIA SPONSOR PACKAGE (2 AVAILABLE)

**\$750**

*Harness the power of social media! This sponsorship includes:*

- Inclusion in one branded direct audience email to our database of past show visitors
- A web banner placed on the show website's homepage
- Mentions in three posts on the show's Facebook page

## VISITOR BAG SPONSOR (1 AVAILABLE)

**SOLD OUT \$500 + Bags**

*This exclusive sponsorship includes:*

- Your bag given out to guests attending the event at the main entrance (minimum 1000 bags).
- Signage at main entrance
- 25 'admit one' event passes

## EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)

**\$500 + Lanyards**

*This sponsorship includes:*

- You provide the lanyards (minimum 1000) and we will be provided to all exhibitors to be worn throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors.

## WEB BANNER SPONSOR (2 AVAILABLE)

**\$500**

*This sponsorship includes:*

Your company's logo will be showcased on the show's official website which receives thousands of hits. We will also provide a link to your own company website, to route the traffic your way.



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## FLOOR SIGNAGE SPONSOR (2 AVAILABLE)

**\$500**

*This sponsorship includes:*

- Decals branded with company logo in high traffic areas and leading from entrance to your booth. Extends your reach outside the exhibit area
- 10 vinyl 2' x 1' arrows imprinted with your graphic in full colour

## DOOR PRIZE

**In Kind**

**Provide the Show Door Prize and have top of mind recognition on the door prize posters.**

*This sponsorship includes:*

- Branded Posters located throughout show (enter by scanning a QR code at the show).
- Inclusion on the show website, in e-newsletter marketing and on social media

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

*Have a unique partnership idea? Let us know and we can help you design a custom package that's just right for your company.*

### **Pat Steeves**

Show Manager

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 Sean Miller, Show Manager – [smiller@mpltd.ca](mailto:smiller@mpltd.ca)  
 PO Box 565, Saint John, New Brunswick E2L 3Z8  
 Phone: 1-888-454-7469 • Fax: (506) 658-0750

## 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"/> Lobby Sponsor	\$1,500
<input type="checkbox"/> Social Media Sponsor Package	\$750
<input type="checkbox"/> Visitor Bag Sponsor	<b>SOLD OUT</b> \$500 + Bags
<input type="checkbox"/> Official Lanyard Sponsor	\$500 + Lanyards
<input type="checkbox"/> Floor Signage Sponsor	\$500
<input type="checkbox"/> Web Banner Sponsor	\$500
<input type="checkbox"/> Door Prize	In Kind

## PAYMENT INFORMATION

**Payment due by January 12, 2022**

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

I have read and agree to the terms outlined in the 2022 Pictou County Home Show sponsorship package and contract, and agree to sponsor this event this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

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

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