



2023 SPONSORSHIP OPPORTUNITIES

Ontario's Favourite Fishing, Hunting, Boating & Sportsmen's Show...

This March, The International Centre will once again be filled with all the latest products and styles from hundreds of Ontario's leading Exhibitors.

This is the biggest event for outdoor enthusiasts! Visitor's will be able to discover the new 2022 products and trends with hundreds of Exhibitors. There is something for every taste and budget – plus, products and services for the Fishing, Hunting, Boating & Sportsmen's lifestyle, and more.

There's no better way to reach the thousands of exhibitors and visitors who attend the show each year.

EVENT DETAILS

Date: March 16 – 19, 2023

Location: The International Centre, Mississauga, ON

AUDIENCE PROFILE – Previous Audience Survey Results:

40,000 + Past Attendance!

94% made a purchase at the show

90% are repeat visitors to the show

88% are likely to try a new product or service that is highlighted or sponsored at the show

ACT NOW!

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

Our sales and marketing team will help you make the most of your sponsorship dollars with a variety of options and price points. 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 contact us.

To sign on as a sponsor today, contact:

Mike Blakoe, Show Manager

416-420-1800 • mblakoe@mpltd.ca

Door Prize Sponsor (1 available)

In Kind

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,000 retail and approved by show management. Booth space is not included. Includes promotion on the show website, email marketing and in social media, as well as additional event marketing.

Social Media & eBlast Sponsor Package (2 available)

\$1,500.00

Harness the power of social media & direct email communication! This unique sponsorship package has three elements: featured content [copy + photo or video] in one show branded direct audience email to our database of past show visitors (over 18,000 emails and over 18,000 followers on Facebook); a web banner placed on the show website's homepage; and mentions in two posts on the show's Facebook and Twitter pages.

Floor Decals/ Front print Sponsor (2 available)

\$1,200

Includes 20 vinyl 1'x 2' footprints with your logo that are placed on the aisle to lead visitors from the show's entrance directly to your booth. Includes selected advertising and recognition on the show website.

Exclusive Lanyard Sponsor (1 available)

\$500 + Lanyards

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.

Web Banner Sponsor (3 available)

\$500

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

Hand Sanitizer Station Sponsor (1 available)

\$750

Your company's logo will be showcased throughout the Toronto Sportsmen's Show with your logo placed on 3 of the Hand Sanitizer Stations. PLUS, your company logo will be included on the Toronto Sportsmen's Show official website and distributed through our social media channels.

Exclusive Attendee Bag Sponsor (1 available)

\$1000 + bags

Attendees will appreciate this convenience as they visit exhibits and walk through the International 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)

Hat Day Sponsor (2 available)

\$500 + 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.

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 Toronto Sportsmen's Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, lanyards, hats).
- Provision and delivery of Toronto Sportsmen's Show sponsorship merchandise will be determined on an individual basis with each sponsor.

**Thank you for considering sponsoring the
2023 Toronto Sportsmen's Show!**

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

To sign on as a sponsor today, contact:

Mike Blakoe, Show Manager

416-420-1800 • mblakoe@mpltd.ca

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"/> Door Prize Sponsor	In Kind
<input type="checkbox"/> Social Media & eBlast Sponsor	\$1,500
<input type="checkbox"/> Floor Decals/ Footprint Sponsor	\$1,200
<input type="checkbox"/> Exclusive Lanyard Sponsor	\$500 + lanyards
<input type="checkbox"/> Web Banner Sponsor	\$500
<input type="checkbox"/> Hand Sanitizer Station Sponsor	\$750
<input type="checkbox"/> Official Truck Sponsor	To be negotiated
<input type="checkbox"/> Exclusive Attendee Bag Sponsor	\$1000 + bags
<input type="checkbox"/> Hat Day Sponsor	\$500 + 500 hats

PAYMENT INFORMATION

Payment due by March 1, 2023

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

I have read and agree to the terms outlined in the 2023 Toronto Sportsmen's Show sponsorship package and contract, and agree to sponsor this event, this ___ day of _____, 20__.

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature