

TORONTO

SPORTSMEN'S SHOW

77th annual

THE INTERNATIONAL CENTRE



MARCH 13-16, 2025

WWW.TORONTOSPORTSHOW.CA

2025 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 Canada's leading Exhibitors.

The Toronto Sportsmen's Show has a long history of bringing hunters, anglers, boaters, campers, and outdoor adventurers together under one roof. With thousands of loyal repeat customers and a consistent influx of new visitors each year, this event plays a pivotal role in making the outdoors accessible to the next generation of outdoor enthusiasts.

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

EVENT DETAILS

Date: March 13 – 16, 2025

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 • mikeb@mpeshows.com

Door Prize Sponsor (Limited availability)

In Kind

Put your brand in the spotlight as door prize sponsor! The prize must be worth at least \$1,500 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.

Title Sponsor – Naming Rights (1 available)

\$25,000

Our premier level sponsorship package gives you top-tier positioning. As the sole title sponsor, you will receive naming rights to the event. The Title Sponsor package will be custom tailored, following a discovery meeting. Minimum inclusions for this sponsorship are: interactive opportunities for your brand at the show, opportunity to hand out swag or marketing collateral to event attendees, full color signage package including direct route sponsorship, radio media package, digital media package (direct email, social media, and web banner on our event website), and 100 branded visitor passes.

Presenting Sponsor (1 available)

\$15,000

Our presenting sponsor opportunity offers a prominent position for your brand. As the exclusive presenting sponsor, you will enjoy significant exposure at the event. This package will be tailored to meet your specific needs and preferences through a discovery meeting. The presenting sponsor will enjoy various benefits, including interactive opportunities to showcase your brand, 50 branded visitor passes, full color signage, and a comprehensive digital media package. With the presenting sponsor package, your brand will have a strong presence at the event, capturing the attention of both attendees and online audiences.

Affiliate Sponsor (1 available)

\$10,000

Become an affiliate sponsor and make an impact at the show. This sponsorship package offers the chance to distribute marketing materials to attendees, along with a digital media package featuring impactful social media posts. You will also receive 25 branded visitor passes, allowing you to invite key individuals to experience the event firsthand.

Hall Sponsor (4 available)

\$5,000 - \$10,000

Want to own a Hall? Want your brand associated with Hunting, Fishing or Boating - you can own that hall at the International Centre! This opportunity would include overhead signage, decals, logo placement on visitor handouts & directional signage as well as blasted through our social media & email blasts. Price to be determined based on Hall.

Price points based on selected hall – **Halls 3 & 4:** \$5,000 per hall; **Halls 1 & 2:** \$10,000 per hall.

SOLD: Hall 3

AVAILABLE: Hall 1, Hall 2, Hall 4

Stage Sponsor (1 available)

\$5,000

The Seminar Stage is hugely popular at the Toronto Sportsmen's 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 (Limited Availability)

\$5,000

Feature and Zone Sponsors have the opportunity to attach their name to a loved feature at the Toronto Sportsmen's Show -Features & zones could include: Casting Pond, Kids Fishing pond, Family Zone, Overland Zone and new zones can be considered such as Youth zone. 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.

Daily Title Sponsor (4 available)

\$3,000 - \$5,000

This top-tier sponsorship opportunity highlights your company as the sponsor of the day. This opportunity comes with many perks, such as: 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, and placement on the event website. Pricing for this opportunity depends on the selected day – Thursday/Friday: \$3,000 per day; Saturday: \$5,000 per day; Sunday: \$4,000 per day.

Aisle Sponsor (Limited Availability)

\$2,500

Attach your company name or brand to one of the main aisles in the show! This is your opportunity to own the aisle you are located on to draw attention to your booth. This opportunity comes with overhead signage directing visitors directly to you, and a few floor decals. You will also be highlighted on the visitor handout or directional signage. Enhance your experience and help people navigate their way to your booth. This opportunity also comes with digital marketing efforts.

Clothing Sponsor (1 available)

\$2,500 + clothing

Get your brand on our ticketing team, security staff, and support staff - so that you are viewed as a true event sponsor. You can provide T-shirts, vests or hats for our ticketing and support staff to get your brand splashed in people's minds as soon as they arrive! This eye-catching and repeated branding opportunity will make you stand out from your competitors. Sponsorship is enhanced by inclusions in our digital marketing efforts such as social media, website, and email.

Social Media & eBlast Sponsor Package (Limited Availability)

\$1,500

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 20,000 emails; 20,250 followers on Facebook and 4,137 on Instagram); a web banner placed on the show website's homepage; and mentions in three posts on the show's Facebook and Instagram pages. There are two options for this package; provide us with the graphics & copy and we will fulfil the sponsorship at a rate of **\$1,000.00** OR provide us with your company logo & website and we will build the graphics and content at a rate of **\$1,500.00**.

Exclusive Lanyard Sponsor (1 available)

\$1,000 + lanyards

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. This category is limited to sponsors who are non-competitive to exhibitors. There are two options for this opportunity; you provide lanyards imprinted with your company logo for all attendees (minimum of 1000 bulldog clip lanyards) at a rate of **\$1,000 + lanyards** OR provide us with your company logo and we will have the lanyards designed, printed, and delivered to the show at a rate of **\$3,000**.

Exclusive Attendee Bag Sponsor (1 available)

\$TBD

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 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. There are two options for this opportunity; you provide a minimum of 5,000 bags (we reserve the right to approve the bag design) at a rate of **\$2,500 + bags** OR you provide us your company logo and we will source, design, print, and deliver the bags at a rate of **\$5,000**.

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.

Direct Route Sponsor (4 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. Opportunities limited – only one available per Hall.

Web Banner Sponsor (3 available)

\$500

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. We will also provide a link to your own company website, to route the traffic your way.

Coupon Sponsor/Marketing Material (4 available)

\$2500 + coupons

As the coupon sponsor, you have the opportunity to provide unique coupon codes or customized offers tailored to your target audience. The coupons will be placed within the event's reusable bags or given out at the Ticket Booths, given to each event attendee as they enter the show floor. This strategic placement will not only attract potential customers but also create a sense of urgency and excitement around your products or services. Attendees will be motivated to take advantage of the exclusive offers associated with your brand, driving booth traffic and increasing sales opportunities.

Show Guide Sponsor (1 available)

Contact for rates

The show guide serves as a valuable resource for participants, providing them with essential information such as exhibitor listings, schedules, and event highlights. By sponsoring the show guide, you will position your brand as an integral part of their event experience and make it easy for attendees to find and connect with your company.

As a sponsor, you will not only have your logo prominently displayed on the cover of the show guide along with a dedicated section or page within the guide. This section will be specifically tailored to showcase your products, services, or special promotions, capturing the attention of attendees, and driving engagement.

This sponsorship opportunity extends beyond the trade show itself, as many attendees refer to the show guide even after the event concludes. This ensures that your brand receives prolonged visibility and serves as a reference point for future business opportunities.

Venue Branding Sponsor (1 available)

\$TBD

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at The International 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 point based on custom opportunity.

Area Sponsor (2 available)

\$TBD

This sponsorship is your chance to take a high traffic area and make it yours! At the International Centre, you could take a lobby, either in Hall 1, Hall 2/3, or Hall 4 entrance and make it yours. This gives you the opportunity to display your brand in a common area – ensuring that your brand is seen by more attendees. This sponsorship would be supported by digital marketing initiatives for additional exposure. Price determined based on location.

Parking Buy-out Sponsor (1 available)

\$10,000

Ensure a hassle-free arrival for event attendees and boost your brand's visibility by becoming the exclusive sponsor of the event's parking facilities. Your sponsorship will provide a convenient and seamless parking experience while creating a strong brand presence from the moment participants arrive. As the parking sponsor, you can take advantage of various advertising and promotional channels to maximize visibility and enhance the attendee experience such as:

1. Radio, Print & Television Advertising:
2. Social Media: Our social media efforts on Facebook and Instagram will prominently feature the message "Free Parking provided by ___" to engage with our online audience and extend brand visibility.
3. Direct to Audience Email: The sponsorship message will be included in a minimum of three email communications reaching over X past event attendees.
4. Website: Your brand will be prominently featured on our event website, further enhancing brand visibility and reinforcing the sponsorship of free parking.
5. Show Passes: You will receive 50 show passes to distribute among Facebook followers, VIP customers, and other relevant audiences, generating excitement and driving attendance.
6. Onsite & Parking Lot Signage: Lobby signage all weekend will prominently display appreciation for your brand as the parking sponsor ensuring recognition and gratitude throughout the event.

Military & First Responders Day Sponsor (1 available)

\$TBD

Honor our dedicated military personnel by sponsoring (or partially sponsoring) the attendance fees for service members at our trade show. Your generous support will provide an opportunity for active-duty military personnel, veterans, first responders and their families to attend the event free of charge, expressing gratitude for their service and sacrifices. Additionally, we can organize special activities and moments of appreciation during the event that may include hosting a military tribute ceremony or inviting veterans as guest speakers on our stage.

As the exclusive sponsor of the Military Appreciation program, your logo will be prominently displayed on signage, event materials, and dedicated recognition areas, showcasing your commitment to supporting the military community. To further enhance the impact, we will collaborate with local military organizations to invite active-duty personnel, veterans, and their families to attend the trade show as special guests.

Your sponsorship will provide a meaningful experience for the service members while also providing you with a platform to connect directly with military members and their families, strengthening your brand's reputation and establishing meaningful connections within the military community.

Internet Buy-out Sponsor (1 available)

\$TBD

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 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.

Photo Booth Sponsor (1 available)

\$TBD

Elevate your brand presence and create lasting memories at our trade show through a photo booth sponsorship. As the exclusive sponsor, your company's branding will be prominently featured on the photo booth backdrop, props, and prints, ensuring maximum exposure to event attendees.

To further increase brand awareness, we will incorporate a social media sharing incentive. Attendees will be encouraged to share their photos on their social media accounts using a designated hashtag, automatically entering them into a contest or giveaway sponsored by your company. This interactive element will incentivize participants to not only capture their experience but also share it with their followers, extending your brand's reach and generating user-generated content that promotes your brand organically.

Additional Social Media Opportunities (Limited Availability)

\$TBD

In addition to the existing social media partnership opportunities, we have identified two more avenues that can further enhance your brand visibility and engagement:

Instagram Takeover: Extend your reach to a younger and highly engaged audience by leveraging an Instagram takeover. Prior to the event, we can arrange for your company to take over our Instagram account for a day, allowing you to share behind-the-scenes content, showcase your products or services, and interact directly with our followers. This takeover will provide an authentic and immersive experience, fostering a sense of connection and generating buzz around your brand.

Facebook Live Event Coverage: Amplify your event presence and engage with a wider audience by partnering with us for Facebook Live event coverage. We can provide live coverage of key moments, interviews with industry experts, product demonstrations, and behind-the-scenes glimpses of the event. This partnership opportunity will allow your brand to reach not only the attendees but also a broader online audience who may not be physically present at the event. By leveraging the popularity and interactive nature of Facebook Live, you can generate real-time engagement, foster a sense of excitement, and showcase your brand's offerings to a large and diverse audience. Additionally, viewers can interact with the live stream by commenting, asking questions, and sharing their thoughts, providing an opportunity for direct engagement with potential customers.

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
2024 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 • mikeb@mpeshows.com**