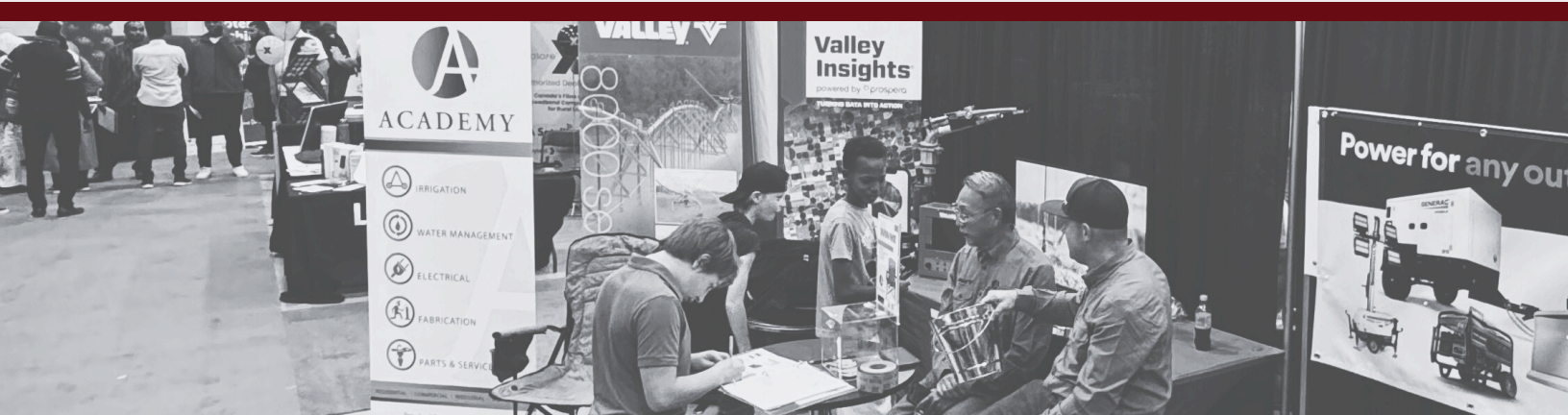


Southeast Alberta
Home & Leisure
Tradeshow

2025

**ADVERTISING &
SPONSORSHIP
OPPORTUNITIES**

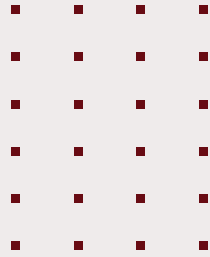
► Introduction



Each year, the Chamber dedicates time and resources to creating high-quality trade shows for our communities. We are thrilled to bring our fall show to Brooks for the second year, running October 3-5, 2025. We offer a variety of advertising and sponsorship opportunities, ranging from comprehensive event-wide exposure to targeted and focused approaches. No matter your marketing objectives, goals, or industry, we have options to suit your needs. If you have a unique idea, we are happy to tailor a specific package for you. Our goal is to help you convey your marketing message and maximize your investment.

Throughout this package, you'll find a range of sponsorship opportunities that we can further customize to fit your needs. Thank you for considering and supporting our 2025 Southeast Alberta Fall Home + Leisure Show; we look forward to working with you.

► Your Opportunities



PROMO PARTNERS

Door Prize Sponsorship – Monetary or In-Kind

Prize donations to be presented as an enter to win draw during the tradeshow. Logo recognition on welcome archway, website, social media sponsor post, and inclusion in the printed show guide advertising leading up to the show.

Social Media Advertising Sponsorships – \$150 (20 Available)

Promote your booth and show participation to show patrons with a highlighted post 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.

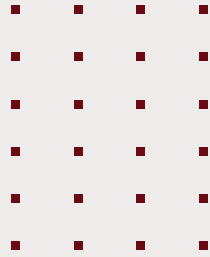
Supporting Advertising Sponsorship – \$475 (5 Available)

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.

Online Ticket Discount Advertising Sponsorship – \$1250 (1 available)

Your business will be promoted as the official sponsor of the online pre-purchase ticket discount. Logo on the welcome archway, dedicated social media post, website recognition, and The Voice newsletter promotion for attendees to skip the line and purchase discounted tickets in advance. Also includes 50 – One Day Show Passes.

► Your Opportunities



PROMO PARTNERS

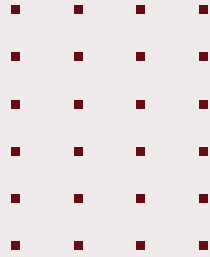
Show Bag Advertising Sponsorship – \$2500 (1 available)

Have your logo displayed on a reusable tote bag that is offered to the first 1000 visitors to the show. Gain exposure for your business as guests visit exhibitors and walk through the venue with your logo prominently displayed. A perfect way to advertise your company during the show and keep your company front and center long after the event has ended. Must be confirmed by June 27, 2025.

Title Sponsor – \$4000 (1 available)

An exclusive, top-level sponsorship of the Southeast Alberta Home + Leisure show will provide your business with premiere exposure at the event. This sponsorship includes your name and logo on the online Show Map used by exhibitors for booking, top of the the event web page, logo recognition in the Show Guide, on pre-event marketing (print, digital, and online), and banner placement in the Fieldhouse (banners to be provided by the sponsor). Additionally, you will receive a 10% discount on any booth space purchased in the show and 25 One-Day Show Passes.

► Your Opportunities



EVENT ADVERTISING SPONSORSHIPS

Exhibitor Reception/Breakfast- (1 Available)

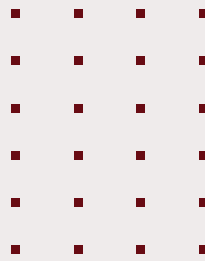
Choose to sponsor either a breakfast social or an after-hours reception for our valued exhibitors to connect, network, and socialize. We will collaborate with you to create an engaging event for tradeshow exhibitors, whether it's a start or end to a busy day, based on your budget and promotional goals. As the title sponsor, you can increase your brand awareness with local businesses. This sponsorship includes recognition and signage in the exhibitor lounge and reception (signage provided by the sponsor), logo recognition on show landing page and in the sponsor social media post, the welcome archway, the online and printed show guide, and recognition in the exhibitor welcome package and event invites. Additionally, you will receive 25 One-Day Show Passes and 2 tickets to The Exhibitor's Reception.

Children's Area Activities - Custom Amount

Sponsor activities for the children in attendance. Activity options could include hiring a face painter, fun photo booth, outdoor petting zoo, or a mix of activities. Fully customizable sponsorship, contact us to go over the details.

► Your Opportunities

MEALS & REFRESHMENTS



Volunteer and Staff Meals - \$250 or In-Kind

We need weekend meals for 12 people covered through other in-kind (the meals themselves) or sponsorship (money for us to buy the meals). You can cover one meal, or multiple! Meal options are:

Friday, Oct. 3rd

- Lunch (roughly 1:00pm-2:00pm)
- Supper (roughly 5:00pm-6:00pm)

Saturday, Oct. 4th

- Breakfast (roughly 10:00am)
- Lunch (roughly 12:00pm-1:00pm)
- Supper (roughly 5:00pm)

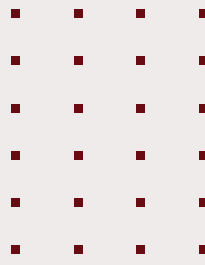
Sunday, Oct. 5th

- Lunch (roughly 12:00pm-1:00pm)
- Meat/Cheese/Veggie tray (roughly 3:00pm)

Shoutout on Facebook and Instagram story day-of with food, logo recognition on the show archway, in the show guide, event web page, and in the sponsor social post. Each meal sponsored includes 10 complimentary show passes.

► Your Opportunities

MEALS & REFRESHMENTS



Exhibitor Fruit & Snacks – \$500 / In-Kind

Sponsorship includes providing fresh fruit and assorted snacks for exhibitors for all three days, which will be placed in the vendors lounge and on the vendor snack cart. Logo recognition is in printed show guides, welcome archway, event web page, in sponsor social post, and in the vendor lounge/ on the snack cart. Includes 25 complimentary show passes.

Exhibitor Refreshment – In-Kind

Sponsorship includes providing bottled water for exhibitors for all three days, which will be placed in the vendors lounge and on the vendor snack cart. Logo recognition is in printed show guides, welcome archway, event web page, in sponsor social post, and in the vendor lounge/ on the snack cart. Includes 10 complimentary show passes.

Exhibitor Coffee – In-Kind

Sponsorship includes providing coffee, cream & sugar for exhibitors for all three days, which will be placed in the vendors lounge and on the vendor snack cart. Logo recognition is in printed show guides, welcome archway, event web page, in sponsor social post, and in the vendor lounge/ on the snack cart. Includes 10 complimentary show passes.

► **Your Opportunities**

CUSTOM SPONSORSHIP OR ADVERTISING

Fully Customized

None of those options feel right? Looking for something unique? Have specific sponsorship goals in mind? Contact us! We're excited to work with you to create a customized sponsorship package.

CONTACT US



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www.brookstradeshow.ca