



# Sponsorship Package

## Sponsorship shows you support the industry!

Increase your visibility by sponsoring the Alberta Livestock Expo and show the marketplace you support their industry by making events like this possible. Please review our sponsorship package for tiered and itemized sponsorship opportunities. We are also open to different types of sponsorship so please contact us to discuss your ideas.

## Stand out as a sponsor of the Alberta Livestock Expo!

### Diamond - \$3,500

#### The Diamond Sponsorship includes:

- One 10'x10' Booth in the location of your choice *(From available spots at the time of sponsorship confirmation)*
- Opportunity to present trophies to the winners of the Hog Carcass Competition and appear in the Championship photos
- 300 Attendee passes to be distributed to your customers and prospects *(\$1,500 value)*
- Acknowledgement as a Diamond Sponsor in all newspaper, radio, print and web advertisements
- Recognition as a Diamond Sponsor on the Alberta Livestock Expo Website, with a link to your company website
- Recognition as a Diamond Sponsor in our social media
- Acknowledgement as a Diamond Sponsor on the sponsor signage board
- Announced as a Diamond Sponsor during the Trade Show
- Opportunity to place one of your company's promotional items inside the attendee loot bags (If applicable) Items such as: pens, highlighters, note pads, sticky notes, magnets etc.

### Gold - \$2,500

#### The Gold Sponsorship includes:

- One 10'x10' Booth in the location of your choice *(From available spots at the time of sponsorship confirmation)*
- 150 Attendee passes to be distributed to your customers and prospects *(\$750 value)*
- Acknowledgement as a Gold Sponsor in all newspaper, radio, print and web advertisements
- Recognition as a Gold Sponsor on the Alberta Livestock Expo Website, with a link to your company website
- Recognition as a Gold Sponsor in our social media
- Acknowledgement as a Gold Sponsor on the sponsor signage board
- Announced as a Gold Sponsor during the Trade Show
- Opportunity to place one of your company's promotional items inside the attendee loot bags (If applicable) Items such as: pens, highlighters, note pads, sticky notes, magnets etc.

## Silver - \$1,500

### The Silver Sponsorship includes:

- 100 Attendee passes to be distributed to your customers and prospects (\$500 value)
- Acknowledgement as a Silver Sponsor in all newspaper, radio, print and web advertisements
- Recognition as a Silver Sponsor on the Alberta Livestock Website, with a link to your company website
- Recognition as a Silver Sponsor in our social media
- Acknowledgement as a Silver Sponsor on the sponsor signage board
- Announced as a Silver Sponsor during the Trade Show
- Opportunity to place one of your company's promotional items inside the attendee loot bags (if applicable) Items such as: pens, highlighters, note pads, sticky notes, magnets etc.

## Exclusive Beef Rib BBQ Competition - \$5,000

### The Exclusive Beef Rib BBQ Competition Sponsorship includes:

- Naming rights of the Beef Rib BBQ Competition
- 20 Beef Rib BBQ Competition tickets to be distributed to your customers and prospects (\$500 value)
- One 10'x10' Booth in the location of your choice (*From available spots at the time of sponsorship confirmation*)
- 150 Attendee passes to be distributed to your customers and prospects (\$750 value)
- Acknowledgement as the Beef Rib BBQ Competition Sponsor in all newspaper, radio, print and web advertisements
- Recognition as the Beef Rib BBQ Competition Sponsor on the Alberta Livestock Website, with a link to your company website
- Recognition as the Beef Rib BBQ Competition Sponsor in our social media
- Acknowledgement as the Beef Rib BBQ Competition Sponsor on the sponsor signage board
- Announced as the Beef Rib BBQ Competition Sponsor during the BBQ
- Opportunity to place one of your company's promotional items inside the attendee loot bags (if applicable) Items such as: pens, highlighters, note pads, sticky notes, magnets etc.

## Beef Rib BBQ Competition Rib Only- \$3,000

### The Beef Rib BBQ Competition Rib Only Sponsorship includes:

- 10 Beef Rib BBQ Competition tickets to be distributed to your customers and prospects (\$250 value)
- Acknowledgement as the Beef Rib BBQ Competition Rib Sponsor in all newspaper, radio, print and web advertisements
- Recognition as the Beef Rib BBQ Competition Rib Sponsor on the Alberta Livestock Website, with a link to your company website
- Recognition as the Beef Rib BBQ Competition Rib Sponsor in our social media
- Acknowledgement as the Beef Rib BBQ Competition Rib Sponsor on the sponsor signage board
- Announced as the Beef Rib BBQ Competition Rib Sponsor during the BBQ
- Opportunity to place one of your company's promotional items inside the attendee loot bags (if applicable) Items such as: pens, highlighters, note pads, sticky notes, magnets etc.

# Itemized Sponsorship Opportunities

- Alberta Livestock Expo Beef Rib BBQ Competition Aprons @ \$1,500.00 (Exclusive - only 1 available)**  
*Maximize your company visibility with your logo on the aprons at the Beef Rib BBQ.*
- Alberta Livestock Expo Beef Rib BBQ Tools @ \$1,000.00 (Exclusive - only 1 available)**  
*Maximize your company visibility with your logo on the aprons at the Beef Rib BBQ.*
- Alberta Livestock Expo Loot Bags @ \$1,500.00 (Exclusive - only 1 available)**  
*Maximize your company visibility with your logo one side of the high quality plastic attendee bag. (ALE logo is on the other side) Do you have promotional items as well – with this sponsorship you can place up to 3 of your company's promotional items inside.*
- Lunch Break @ \$1,000.00 (Exclusive - only 1 available)**  
*Have your company logo prominently displayed during the lunch break.*
- Attendee Name Badges @ \$750.00 (Exclusive - only 1 available) – SOLD OUT**  
*Show your support by having your company logo printed on the thousands of attendee stick on name badges.*
- Trade Show Entrance Hanging Banner @ \$650.00 each (Only 5 available)**  
*Have a Trade Show hanging banner with your company logo displayed.*
- Trade Show Street Sign @ \$550.00 each (Only 5 available)**  
*Have a Trade Show street sign with your company name displayed.*
- Exhibitor Name Badges @ \$550.00 (Exclusive - only 1 available) – SOLD OUT**  
*Maximize your visibility by having your company logo printed on the exhibitor name badges. (Lanyards can also be supplied at cost)*
- Hog Carcass Cooler Sponsorship @ \$550.00 each (Only 8 available) – Only 3 left**  
*Show your support by having your company logo displayed on the highly visible carcass cooler.*
- Charging Station @ \$550.00 (Exclusive - only 1 available)**  
*Have your company logo prominently displayed at the charging station.*
- Coffee Break area @ \$500.00 each (Only 3 available) - Only 2 left**  
*Have your company logo prominently displayed during the morning or afternoon coffee break.*
- Alberta Livestock Expo Loot Bags @ \$200.00 each**  
*Do you have promotional items? – with this sponsorship you can place one of your company's promotional items inside the attendee loot bags (If applicable) Items such as: pens, highlighters, note pads, sticky notes, magnets etc.*



# Sponsorship Application

Company Name: \_\_\_\_\_

Contact First & Last Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Sponsorship Level = \$ \_\_\_\_\_

Sponsorship Item = \$ \_\_\_\_\_

Subtotal = \$ \_\_\_\_\_

5% GST (#83480 3397 RT0001) = \$ \_\_\_\_\_

Total Owing = \$ \_\_\_\_\_

Payment via cheque (*Please make cheque payable to Vibrant Event Management and include with your application*)

Payment via credit card (*Please note statement will reflect a charge from Vibrant Event Management*)

Visa     Mastercard     American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSC: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

## **Please fully complete and return this application to:**

**Mail:** Alberta Livestock Expo c/o Lisa Doyle 19 Everglen Manor SW Calgary, Alberta T2Y 5G2 **OR**

**Fax:** 1-855-631-0286 **OR** **Email:** [lisa@vibranteventmanagement.ca](mailto:lisa@vibranteventmanagement.ca)

Do you have a **Unique Sponsorship Idea**? Or an **In-kind Donation** Item(s) – *we are open to your suggestions please contact Lisa via email at [lisa@vibranteventmanagement.ca](mailto:lisa@vibranteventmanagement.ca) or call 1-403-305-1563. Sponsorships are on a first come first serve basis.*

Please contact me regarding Expo exhibiting opportunities