

## Benefits to Being a Prize Sponsor

### Marketing / Advertising Campaign

#### Spring & Fall Show Sponsor Benefits

- 20,000 32 page trade show guide, highlighting exhibitors, floor plan and grand prize draws. Mailed dropped 1 week prior to trade show to over 18,000 homes in the Fort McMurray region. Prize sponsors will be highlighted on a full page in the trade show guide.
- Extensive radio advertising on Mix 103.7 3 weeks leading up to trade show, daily ongoing commercials, weekly feature on ½ hour talk show McMurray Matters. Mix will also be broadcasting live on location throughout the weekend.
- Extensive radio advertising on Country 93.3 and Rock 97.9 1 week leading up to trade show, daily ongoing commercials
- Centre spread in the Saturday Today one week prior to trade show that will include all prize sponsor names and logos
- Full page ads in the Thursday and Friday editions of the Fort McMurray Today the week of the trade show that will include all prize sponsor names and logos.
- Company name on all draw tickets. Each paid admission receives a draw ticket.
- Company Name and logo on sign at the draw barrel

#### **All prizes must be valued at \$1000 & up.**

If you are interested in becoming a prize sponsor for either the Spring Show or the Fall Show please fill in the following and send it back to:

Denise Barrow email:denise@fortmcmurraytourism.com or by fax 780.790.9509

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

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Prize details \_\_\_\_\_