



Sponsorship
PACKAGE

Prepared By :
Wendy Buyar

Project Name :
Lacombe & District Chamber of Commerce Tradeshow & Marketplace

ABOUT THE EVENT



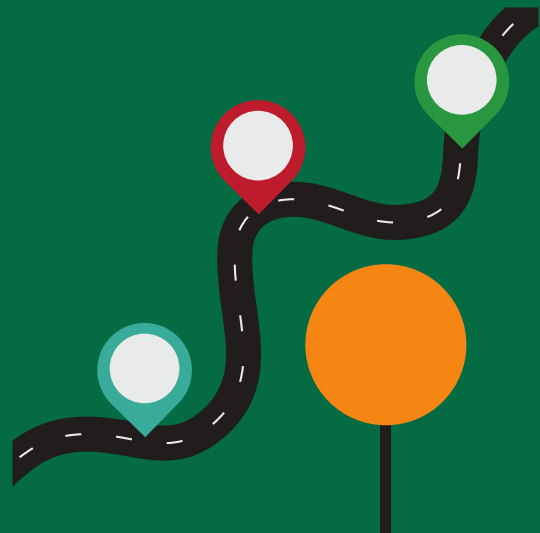
EVENT INFORMATION

- The Lacombe and District Chamber of Commerce Trade show attracts around 3,000 people over its two days, which will be Friday 18th & Saturday 19th April in 2025. People from across Alberta attend the Trade Show as it is one of the bigger ones in our area and has attractions such as the Pet Adoption Event, the Hiring and Recruitment Reception, live demonstrations by Lacombe's Blacksmith, and Coffee with City Council.
- 2025 will be the Chamber's 42nd Trade Show, and is on track to house over 100 vendors with a further 38 smaller vendors in the market place.
- Advertising and promotions will commence in January for this event and will continue up to the event. These are the current opportunities we have available.

EVENT SCHEDULE

Friday 18 April, 2024
at 02:00pm-8:00pm

Saturday 19 April, 2024
at 10:00am-4:00pm



Sponsorship Packages

Trade Show Title Sponsor

- The event will be known as “The Lacombe and District Chamber Trade Show in partnership with....your company” in all the marketing including
- Sponsorship name mentions on radio in Lacombe (valued at \$1,000)
- Sponsorship name mentions on radio in Red Deer (on both Real Country and Zed 98.9, valued at \$2,250)
- Newspaper advertisements in Lacombe Express (\$500 value)
- Logo printed on all Event maps (\$500 value)
- Featured in 4 Chamber E newsletters- reaching 700+ people each- from January to April (\$200 value)
- 4 Social media posts created with your business to promote the partnership (\$600 value),
- Promotion on the LED sign on Highway 12 for 6 weeks before the show (\$240 value)
- Three months discretionary advertising on the LED on Highway 12 (\$480 value), and
- 12 months featured banner advertising on the Chamber of Commerce website (\$300 value) plus your logo will be on the Trade Show page of the Chamber website.
- Your company logo will also appear on the large LED screen within the Gary Moe Sports Complex during the Trade Show (\$100 value).
- A specific logo will be created so that the partnership is featured on documents and promotional emails from the Chamber office (\$300 value)
- As the Title Sponsor we can arrange a photo opportunity together, either before or during the event
- A free Trade Show booth with power (minimum value \$550)
- Other promotions that can be arranged before and during the Trade Show

\$5,000
(valued at over \$7,000)

Sponsorship Packages

Trade Show Silver Sponsor

- The event will be known as “The Lacombe and District Chamber Trade Show in partnership with....your company” in all the marketing including
- Sponsorship name mentions on radio in Lacombe (valued at \$1,000)
- Sponsorship name mentions on radio in Red Deer (on both Real Country and Zed 98.9, valued at \$2,250)
- Logo printed on all Event maps (\$500 value)
- Featured in 4 Chamber E newsletters- reaching 700+ people each- from January to April (\$200 value)
- 4 Social media posts created with your business to promote the partnership (\$600 value),
- Three months discretionary advertising on the LED on Highway 12 (\$480 value), and
- 6 months featured banner advertising on the Chamber of Commerce website (\$300 value) plus your logo will be on the Trade Show page of the Chamber website.
- A free Trade Show booth with power (minimum value \$550)

\$2,500
(valued at over \$6,000)

Sponsorship Packages

Hiring and Recruitment Event Sponsor

- The Hiring and Recruitment Event has been a part of the Trade Show for a number of years. Your sponsorship will cover the costs of three local non profits working to help employers find the right recruits, and job seekers finding the right positions. The focus is on sharing information so that people leave the trade show with a clearer path forward.
- The Hiring and Recruitment Event at the Trade Show will be known as the “Hiring and Recruitment Event in partnership with....your company” in all the marketing including
- Sponsorship name mentions on Lacombe and Red Deer radio (valued at \$900)
- Newspaper advertisements in the Lacombe Express (valued at \$250)
- Featured in a Chamber E newsletters- reaching 300 people each (\$50 value)
- A Social media posts promoting the partnership (\$150 value),
- Four week promotion on the LED sign on Highway 12 running up to the event (\$75 value)
- Two month’s discretionary advertising on the LED sign on Highway 12 (\$320 value)
- Six months banner advertising on the Lacombe Chamber of Commerce website (\$150 value) as well as on the Trade Show page of the website.

\$1,500
(valued at over \$1,800)

Sponsorship Packages

Hiring and Recruitment Friend

- Newspaper advertisements in the Lacombe Express (valued at \$250)
- Featured in a Chamber E newsletters- reaching 300 people each (\$100 value)
- A Social media posts promoting the partnership (\$150 value),
- 1 month promotion on the LED sign on Highway 12 running up to the event (\$75 value)
- Six months banner advertising on the Lacombe Chamber of Commerce website (\$150 value) as well as on the Trade Show page of the website.

\$500
(valued at over \$700)

Sponsorship Packages

Vendor Appreciation Event Sponsor: \$1,000, or catering offer

The vendor appreciation event is held on the Friday evening and is very popular. Can you come and help us feed the 100 or so people that attend each year

- We will add your business logo to the key E mails that go out to vendors (\$100 value)
- Six months banner advertising on the Lacombe Chamber of Commerce website (\$150 value)
- Your Logo will appear on the LED on Highway 12 for 4 weeks running up to the Trade Show, and on the venue LED sign during the event. (\$75 Value)
- One month's discretionary advertising on the LED sign on Highway 12 (\$75 value)
- Social media posts will mention the partnership during the 2 weeks running up to the show. (\$150)
- We will give you/ your company a personal "Thank You" at the vendor appreciation evening
- Newspaper advertisements in the Lacombe Express (valued at \$250)
- 4 months discretionary advertising on LED (\$300)

\$1000
(valued at over \$1100)

Sponsorship Packages

Pet Adoption Event Sponsor

- The Pet Adoption Event has been a part of the Trade Show for a number of years. Your sponsorship will cover the costs of three local non profits working to help find homes for pets and educate people about each organization.
- The Pet Adoption Event at the Trade Show will be known as the “Pet Adoption Event in partnership with....your company” in all the marketing including
- Sponsorship name mentions on Lacombe and Red Deer radio (valued at \$900)
- Newspaper advertisements in the Lacombe Express (valued at \$250)
- Featured in a Chamber E newsletters- reaching 300 people each (\$50 value)
- A Social media posts promoting the partnership (\$150 value),
- Four week promotion on the LED sign on Highway 12 running up to the event (\$75 value)
- Two month’s discretionary advertising on the LED sign on Highway 12 (\$320 value)
- Six months banner advertising on the Lacombe Chamber of Commerce website (\$150 value) as well as on the Trade Show page of the website.

\$1500
(valued at over \$1800)

Sponsorship Packages

Pet Adoption Event Sponsor

- We will add your business logo to the key E mails that go out to vendors (\$100 value)
- Your company will be mentioned in the Newspaper adverts and on the Chamber website (trade show page)(\$400 value)
- Your Logo will appear on the LED on Highway 12 for 4 weeks running up to the Trade Show, and on the venue LED sign during the event. (\$75 value)
- One month's discretionary advertising on the LED sign on Highway 12 (\$75 value)
- Social media posts will mention your sponsorship during the 4 weeks running up to the show. (\$150 Value)

\$500
(valued at \$800)

Sponsorship Packages

Easter Family Photos

The vendor appreciation event is held on the Friday evening and is very popular. Can you come and help us feed the 100 or so people that attend each year

- Sponsorship name mentions on Lacombe and Red Deer radio (valued at \$900)
- We will add your business logo to the key E mails that go out to vendors (\$100 value)
- Your company will be mentioned in the Newspaper adverts and on the Chamber website (trade show page)(\$400 value)
- Your Logo will appear on the LED on Highway 12 for 2 weeks running up to the Trade Show, and on the venue LED sign during the event.
- One month's discretionary advertising on the LED sign on Highway 12 (\$160 value)
- Social media posts will mention the partnership during the 2 weeks running up to the show.

\$1500
(valued at over \$1500)

We look forward to working with you



Lacombe and District
Chamber of Commerce

Thank
You

executivedirector@lacombechamber.ca
www.lacombechamber.ca | 403.782.4300



Sponsorship PACKAGE

Prepared By :
Wendy Buyar

Project Name :
Lacombe & District Chamber of Commerce Tradeshow & Marketplace