

Beerfest & FestiVus Sponsorship

Summary of Rights & Benefits

Both **Calgary Beerfest** and **FestiVus Food & Beverage Show** have designed our sponsorship program to provide you with the greatest possible exposure and opportunity to reach and impact your key target demographics. Every level of sponsorship provides specific marketing rights and benefits.

These events together offer a fantastic opportunity to promote your corporation within the City of Calgary. We strongly encourage multiple year commitments. Through independent research, it has been found that sponsorship value increases, and recognition grows, through consistent event title sponsor control.

Primary Benefits of Title Sponsorship (Exclusive)

Investment Level \$20,000 For Both Shows

As the Title Sponsor of these 2 great events, your corporation will receive:

- **‘Corporation Name’ Presents...** guaranteed presenting recognition
- Guaranteed dominant presence to a highly desirable market (21-50)
- Exposure to combined attendance of over 6000 annually
- Multiyear agreement with first right of refusal for strategic implementation of sponsorship benefits and brand promotion
- First right for proprietary naming rights for specific areas or occurrences within the festival (ie. stage, awards, etc...)
- Guaranteed Media Coverage – paid and promotional advertising with a perceived value of \$170,000+ including Official Sponsor status in all press kits, print material, and general news releases as well as:
 - CJAY 92, Vibe 98.5, AM 1060 [contract in place]
 - Calgary Sun [contract pending]
 - Dose Magazine [contract pending]
 - Jive Weekly [contract in place]
 - Social Insider – 30,000+ email impressions [contract in place]
 - Shaw T.V. [agreement pending]
 - City T.V. [agreement pending]
 - Logo recognition on website (www.get-a-life.ca)
 - Naming in all event postings on web or elsewhere

- Extensive on site dominance including logo/banner positioning at events including on site signage
- 1000 Promotional Posters distributed Calgary prior to each event
- 3000 Promotional Cards with accompanying tent cards at 50+ related local businesses
- Right to participate in all contesting opportunities
- Title Mention in 5000+ per event emails to get-a-life members
- 400 Event Passes for distribution to key customers, clients and employees, per event.
- 10% of all sponsorship dollars raised go directly to local charities
- Dominant Logo positioning on all event promotion posters

Primary Benefits of Gold Level Sponsorship (3) Investment Level \$10,000 For Both Shows

As Gold Level sponsor of these 2 great events, your corporation will receive:

- Guaranteed presence to a highly desirable market (21-50)
- Exposure to combined attendance of over 6000 annually
- Multiyear agreement with first right of refusal for strategic implementation of sponsorship benefits and brand promotion
- Media Coverage – paid and promotional advertising with a perceived value of \$170,000+ including Associated Sponsor status in all press kits, print material, and general news releases as well as:
 - CJAY 92, Vibe 98.5, AM 1060 [contract in place]
 - Calgary Sun [contract pending]
 - Dose Magazine [contract pending]
 - Jive Weekly [contract in place]
 - Social Insider – 30,000+ email impressions [contract in place]
 - Shaw T.V. [agreement pending]
 - City T.V. [agreement pending]
- Logo/banner positioning at events including on site signage
- Right to participate in all contesting opportunities Associated Mention in 5000+ per event emails to get-a-life members
- 200 Event Passes for distribution to key customers, clients and employees, per event.
- 10% of all sponsorship dollars raised go directly to local charities
- Logo representation on all event promotion posters

Primary Benefits of Silver Level Sponsorship (5) ***Investment Level \$5,000 For Both Shows***

As Silver Level sponsor of these 2 great events, corporations will receive:

- Guaranteed presence to a highly desirable market (21-50)
- Exposure to combined attendance of over 6000 annually
- Multiyear agreement with first right of refusal for strategic implementation of sponsorship benefits and brand promotion
- Media Coverage – paid and promotional advertising with a perceived value of \$170,000+ including Associated Sponsor status in all press kits, print material, and general news releases as well as:
 - Calgary Sun [contract pending]
 - Dose Magazine [contract pending]
 - Jive Weekly [contract in place]
 - Social Insider – 30,000+ email impressions [contract in place]
- Logo/banner positioning at events including on site signage
- Right to participate in all contesting opportunities done in support of events
- Associated Mention in 5000+ per event emails to get-a-life members
- 100 Event Passes for distribution to key customers, clients and employees, per event.
- 10% of all sponsorship dollars raised go directly to local charities
- Logo representation on all event promotion posters

Primary Benefits of Bronze Level Sponsorship (10) ***Investment Level \$2.500 For Both Shows***

As Bronze Level sponsor of these 2 great events, corporations will receive:

- Guaranteed presence to a highly desirable market (21-50)
- Exposure to combined attendance of over 6000 annually
- Multiyear agreement with first right of refusal for strategic implementation of sponsorship benefits and brand promotion
- Media Coverage – paid and promotional advertising with a perceived value of \$170,000+ including Associated Sponsor status in all press kits, print material, and general news releases as well as:
 - Calgary Sun [contract pending]

- Dose Magazine [contract pending]
- Jive Weekly [contract in place]
- Social Insider – 30,000+ email impressions [contract in place]
- Logo/banner positioning at events including on site signage
- Right to participate in all contesting opportunities
- Associated Mention in 5000+ per event emails to get-a-life members
- 50 Event Passes for distribution to key customers, clients and employees, per event.
- 10% of all sponsorship dollars raised go directly to local charities
- Logo representation on all event promotion posters

Thank you in advance...

Your sponsorship of both **Calgary Beerfest** and **FestiVus Food & Beverage Show** are an excellent investment in the achievement of your marketing goals. For more information regarding sponsorship, please contact us using the information below.

Larissa Peter: Vice President; Promotions & Communications

Cell: 403-589-8614

E-mail: lpeters@get-a-life.ca

Bill Robinson: President Get-A-Life Events Inc.

Cell: 403-830-3372

E-mail: brobinson@get-a-life.ca

sponsorship@get-a-life.ca

Office: 403-520-5433 Fax: 403-520-7793

Website: www.get-a-life.ca