

SPONSORSHIP OPPORTUNITIES

The following packages have been designed to give you the maximum exposure. However, we are happy to work with you on individually designed packages that may better meet your needs—our goal is to ensure that your objectives are exceeded! Please feel free to discuss alternatives with the Sponsorship Strategy team.

Platinum Sponsor (\$5,000) - only one available

- Top-billing logo representation on all promotional materials including mailings, brochure, promotional literature, advertisements, flyers, signage at the event, web site, and press releases.
- Your banner hung in a prominent area of the event
- A 2'X 3' Sign with your logo prominently displayed at the point of entry
- Exclusive Sponsorship of the main “championship” stage - your corporate logo will be prominently displayed
- Prominent display of corporate logo on front of event programme
- Dominant display of corporate logo on sponsors page of event programme
- Half page, 4 colour advertisement in event programme
- 100 word advertorial in the event programme
- Banner ad on event web site
- 100 sq. ft. booth space—includes 2 tables and 1 chair
- 4 passes for VIP Hospitality Area
- Silent Auction item opportunity
- Opportunity for 1 item addition to participants “goodie bag”

Gold Sponsor (\$1,000) - only 3 available

- Prominent logo representation on all promotional materials including mailings, brochure, promotional literature, advertisements, flyers, signage at the event and web site.
- A 2'X 3' Sign with your logo prominently displayed at the point of entry
- Sponsorship of a competitor stage - your corporate logo will be prominently displayed
- Prominent display of corporate logo on sponsors page of event programme
- Half page (B&W) or quarter page (4 Ccolour) advertisement in event programme
- 50 word advertorial in the event programme
- Logo/Link on event web site
- Proportionate share of sponsors table for corporate literature
- 2 passes for VIP Hospitality Area
- Silent Auction item opportunity
- Opportunity for 1 item addition to participants “goodie bag”

Silver Sponsor (\$500) - only 6 available

- Prominent logo representation on promotional materials including mailings, brochure, promotional literature, advertisements, flyers, signage at the event and web site.
- A Proportional Share of the Sponsor Sign with your logo prominently displayed at the point of entry
- Secondary Sponsorship of a competitor stage - your corporate logo will be prominently displayed
- Prominent display of corporate logo on sponsors page of event programme
- Quarter page (B&W) advertisement in event programme
- 25 word advertorial in the event programme
- Logo/Link on event web site
- Proportionate share of sponsors table for corporate literature
- Opportunity for 1 item addition to participants “goodie bag”

Bronze Sponsor (\$250)

- Proportional logo representation on promotional materials including mailings, brochure, promotional literature, advertisements, flyers, signage at the event and web site.
- A Proportional Share of the Sponsor Sign with your logo prominently displayed at the point of entry
- Sponsorship of adjudicator station with your corporate logo prominently displayed
- Prominent display of corporate logo on sponsors page of event programme
- Business Card sized (B&W) advertisement in event programme
- Logo/Link on event web site
- Proportionate share of sponsors table for corporate literature

Additional Promotional Opportunities

In addition to the sponsorship packages, the following value-added promotional opportunities are available to maximize your company's presence at the event:

Participants Bags

Sponsorship of tote bag given out to each participant with your logo

Cost \$500 net if you provide the bags or \$1000 net if we provide the bags

Booth space

100 Sq. Ft. space to promote your services—2 tables and 1 chair are included.

Cost \$100

Activity/Special Areas Sponsorships

There are several high traffic side features that allow for corporate exposure. These will be allotted on a first come-first serve basis. These include the following:

\$150—Food Concession

\$100—Hands On Kids Craft Area

\$100—Results Area

\$ 75—Volunteer Area

\$100—Colouring Contest

\$ 75—Lucky Wish Pond

\$100—Irish Arts Competition Display

\$ 50—Irish Costume Display Wall

INDIVIDUAL/FAMILY SPONSORSHIP OPPORTUNITIES

The following sponsorship options have been designed to give individuals and/or families the opportunity to support the Newmarket Feis while highlighting their family name or memorializing a loved one. Should any individuals wish to contribute in this way to the efforts of the Newmarket Feis but remain anonymous will be recognized as per their request.

Opening Ceremony Sponsor (\$500)

The opening ceremony is a special moment for any Feis but those who attended the Newmarket Feis last year know that this opening ceremony out does any other. It is a fitting time to memorialize the life of a loved one. The feis programme as well as the preamble of the ceremony will recognize the wishes of the sponsor.

Adjudicators Travel Sponsor (\$250)

The adjudicators table will reflect the sponsorship name and it will also be reflected in the sponsorship section of the feis programme.

Musicians Travel Sponsor (\$250)

The musicians area will reflect the sponsorship name and it will also be reflected in the sponsorship section of the feis programme.

Tea Room Sponsor (\$150)

The Tea Room Entrance will reflect the sponsorship name and it will also be reflected in the sponsorship section of the feis programme.

Results Area Sponsor (\$100)

The Results \area will reflect the sponsorship name and it will also be reflected in the sponsorship section of the feis programme.

Special Attraction Sponsor (\$50—\$100)

Hands On Kids Craft Area (\$100), Colouring Contest (\$100), Irish Arts Competition Display (\$100), Volunteer Area (\$75), Lucky Wish Pond (\$75), Irish Costume Display Wall (\$50) - Each Special Attraction will reflect the sponsorship name and it will also be reflected in the sponsorship section of the feis programme.

Trophy Sponsor (\$50)

The Sponsor's intent of recognition will be included during the Trophy Presentation Ceremony. The sponsorship name will also be reflected in the sponsorship section of the feis programme.

Medal Set Sponsor (\$25)

The Sponsor's intent of recognition will be included during the Medal Presentation. The sponsorship name will also be reflected in the sponsorship section of the feis programme.