

EXETER CHRISTMAS FESTIVAL

NOVEMBER 16-18, 2018

SPONSORSHIP FORM

BUSINESS INFORMATION

Business / Organization Name: _____

Contact Name: _____

Address: _____ City / Province: _____ Postal Code: _____

Phone: _____ Email: _____

Payment will be accepted by cheque or cash only. Cheques payable to the "Exeter BIA".

SPONSORSHIP LEVEL

Review "Sponsorship Opportunities" enclosed. Please check the box beside the sponsorship level you choose.

SANTA - \$750

ELF - \$250

MEDIA (in-kind)

REINDEER - \$500

SNOWMAN - \$50

PRINT (in-kind)

FOOD / BEVERAGE (in-kind)

Please note, sponsorship levels & events will be selected on a first come, first serve basis.

CONTACT US

To learn more about sponsorship opportunities available, please contact one of the following:

Brittany Wise

Exeter BIA Manager

p: 226-423-3028

e: brittany@exeterbia.com

Gar Penhale

Exeter Lions Club, Parade Co-Chair

p: 519-670-1753

e: garpenhale@hotmail.com

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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SANTA \$750	REINDEER \$500	ELF \$250	SNOWMAN \$50
PRE-EVENT PROMOTIONS				
Logo recognition on poster (150 copies)	x SANTA Level	x REINDEER Level	x ELF Level	Written only
Logo recognition on postcard (1000 copies)	x SANTA Level	x REINDEER Level	x ELF Level	
Logo recognition on print advertising	x SANTA Level	x REINDEER Level	x ELF Level	
Verbal recognition on radio ads	x SANTA Level			
Verbal recognition at Exeter Hawks home games leading up to event weekend	x SANTA Level			
Pre & post event news releases (x3 minimum)	x SANTA Level	x REINDEER Level	x ELF Level	
Recognition on BIA social media (Facebook & Twitter) + Facebook event	x General x Individual (x2)	x General x Individual (x1)	x General x Individual (1)	x General only
ON-SITE RECOGNITION				
Logo recognition on event signage	x SANTA Level	x REINDEER Level	x ELF Level	
Opportunity to provide signage to be displayed on-site at events	x Each Event	x Indoor Events Only		
Recognition on digital billboard (Main & Thames Rd)	x SANTA Level + 2 months FREE	x REINDEER Level + 1 month FREE	x ELF Level	
Verbal recognition on-site at events	x SANTA Level	x REINDEER Level	x ELF Level	
Verbal recognition at Exeter Hawks home games during event weekend	x SANTA Level	x REINDEER Level		

IN-KIND SPONSORSHIP OPPORTUNITIES

Sponsorship benefits for the following in-kind opportunities will be negotiated based on the value of the support.

MEDIA SPONSORS

To provide in-kind pre-event advertising as well as pre & post event news coverage.

FOOD / BEVERAGE SPONSORS

To provide hot beverages & snacks to event participants & volunteers.

PRINT SPONSORS

A business (or businesses) to provide printing support for:

- Posters (250 copies)
- Postcards (5,000 copies)
- Event Signage (x 5)

CONTACT US! Santa Claus Parade Co-Chair at 519-670-1753 | Exeter BIA Manager at 226-423-3028