



SAINT-HYACINTHE OUTDOOR, HUNTING, FISHING & CAMPING SHOW



March 8 - 10, 2024

2024 SPONSORSHIP OPPORTUNITIES

This March, the former Montreal Outdoors, Fishing, Hunting & Camping Show is coming back for its 2024 season and moving to Espace Saint-Hyacinthe. This show will once again be filled with all the latest products and styles from hundreds of Canada's leading Exhibitors.

The Saint-Hyacinthe Outdoor, Hunting, Fishing and Camping Show will bring hunters, anglers, boaters, campers, and outdoor adventurers together under one roof. With thousands of loyal repeat customers and a consistent influx of new visitors each year, this event plays a pivotal role in making the outdoors accessible to the next generation of outdoor enthusiasts.

There's no better way to reach the thousands of exhibitors and visitors who attend the show each year.

ACT NOW!

The opportunities outlined in the following pages are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

CUSTOM PACKAGES AVAILABLE

Our sales and marketing team will help you make the most of your sponsorship dollars with a variety of options and price points. If you don't see what you are looking for or would like to discuss a unique package tailored to your company's specific needs, please don't hesitate to contact us.

Catherine Lapointe

Show Manager

418-313-7632

clapointe@mpltd.ca

Phone : 1-888-454-SHOW (1-888-454-7469)

ADVERTISING PARTNERSHIPS

**1
TITLE
SPONSOR**

**2
PRESENTING
SPONSOR**

**3
AFFILIATE
SPONSOR**

| | VALUE OF PARTNERSHIPS | 15,000 \$ | 5,000 \$ | 2 000\$ - 5 000\$ |
|-----------------------------|--|---------------------------|----------------------------|------------------------------|
| LEVEL OF PARTNERSHIP | 1) Title Sponsor of the event will be included in Show Media & Advertising | X | | |
| | 2) Presenting Sponsor's logo will be included on most show media platforms | | X | |
| | 3) Affiliate sponsor will receive exposure through our platforms | | | X |
| EXPOSURE | LOGO INCLUSION + URL LINK AND MENTION OF THE PARTNER INCLUDED IS THE FOLLOWING; | MAXIMUM VISIBILITY | SUPERIOR VISIBILITY | AUGMENTED VISIBILITY |
| | 1) Home page and "Partners" page of the show website | X | X | X |
| | 2) Through social media show accounts (Facebook and Instagram) | X | X | X |
| | 3) Posts, newsletters, press releases, live posts | X | X | |
| | 4) TV, radio and web advertising | X | | |
| | 5) Posters, billboards, banners, print and online newspapers | X | | |
| | 6) Visitor guide includes floor plan, floor decals, where applicable during the event | X | X | |
| CREDIT | CREDIT ON EXHIBITION BOOTH SPACE RENTAL | | | |
| | Based on the value of the media coverage provided in return by the Partner | | | X |

ADDITIONAL SPONSORSHIP OPTIONS

Additional Sponsorships include the opportunity to sponsor a specific zone, feature or objects for visitors to enjoy during the show! You can see price points and what is included in the respective sponsorship on this page.

**ZONE
SPONSOR**

**FEATURE
SPONSOR**

**OBJECT
SPONSOR**

| | SPONSORSHIP VALUE | 3,000 \$ | 2,000 \$ | 1,000 \$ |
|--------------------------------|---|-----------------|-----------------|-----------------|
| SPONSORSHIP OPTIONS | ZONES Rest Area (4) Fly Fishing Area Youth Zone Conference Stage Photo Booth | X | | |
| | FEATURES Archery Fly Fishing Pond Duck Hunting Crossbow Patrick Campeau's Fishing Pond Show Mascot Trout Fishing Pool Kids Fishing Tournament Fly Tying | | X | |
| | OBJECTS Lanyards Official Show T-Shirt Reusable Visitor's Bag Shuttle Bus Logo Decal | | | X |
| | Feature Sponsors Logo | X | X | X |
| | Use of the brand products in the featured zone | X | X | |
| | Banners and Posters supplied and set up by the Sponsor | X | X | |
| | Exclusive Sponsor | X | | |
| | Monetary or in Goods | X | | |

| | | |
|-----------------------------|--|---|
| PRIZING OPPORTUNITES | PRIZE VALUE | 250 \$ and more |
| | Prizes will be given to the winners of our contests and draws online and at the show | X |
| EXPERT SPEAKER | EXCHANGE VALUE | 2,000 \$ |
| | EXPERT ROLE | Produce an original themed conference with specialized content along with a visual support to present to the public |
| | EXPOSURE PROVIDED | The Expert's Profile and Conference Schedule on show website, on social media and in the Visitor Guide |
| | AGREEMENT | Four (4) 25-min performances on stage all along the show as per scheduled The stage is meant for knowledge and experience sharing -- self-promotion is prohibited |
| | EXPERT BENEFITS | Free or Discounted Booth |
| | PROCEDURE | The Expert submits by email to kchamberlain@mpltd.ca the conference subject and visual presentation. They attach a bio, a photo and the link to any website and social media too The Selection Committee will follow up with the Experts |

SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name _____
Contact Name _____
Mailing Address _____
Phone _____
Fax _____
Email _____

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

| SPONSORSHIP OPPORTUNITY | PRICE (plus applicable taxes) |
|---|--------------------------------------|
| <input type="checkbox"/> Door Prize Sponsor | In Kind |
| <input type="checkbox"/> Title Sponsor – Naming Rights | \$15,000 |
| <input type="checkbox"/> Presenting Sponsor | \$10,000 |
| <input type="checkbox"/> Affiliate Sponsor | \$2,000 - \$5,000 |
| <input type="checkbox"/> Social Media and eLetter Package | \$800 |
| <input type="checkbox"/> Stage Sponsor | \$5,000 |
| <input type="checkbox"/> Fly Casting Pond | \$2,500 |
| <input type="checkbox"/> Trout Fishing Pond | \$2,500 |
| <input type="checkbox"/> Visitor's Bag | \$1,500 + bags |
| <input type="checkbox"/> Floor Signage | \$1,000 |
| <input type="checkbox"/> Website Banner | \$500 |

PAYMENT INFORMATION

- Invoice me
 Request Credit card authorization form

Payment due by March 1, 2024

I have read and agree to the terms outlined in the 2024 Saint-Hyacinthe Sportsmen's Show sponsorship package and contract, and agree to sponsor this event, this ___ day of _____, 20__.

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature