

Lacombe Regional Tourism

Contact: Angelique Hand , marketing and event coordinator

Phone 403-755-6935 e-mail: Angelique@lacombetourism.com



SPONSORSHIP OPPORTUNITIES

2017 LACOMBE COMMUNITY EVENTS

hosted by Lacombe Regional Tourism



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1. INTRODUCTION

Lacombe Regional Tourism is seeking sponsors to support free public programming during Canada Day, Culture & Harvest Festival and Light Up the Night in 2017.

If you are interested in sponsoring an event or have any questions regarding sponsorship please contact Marie Péron, Executive Director for Lacombe Regional Tourism at (403) 318-9375 or by email at marie@lacombetourism.com

2. OVERVIEW OF SPONSORSHIP LEVELS

	CANADA DAY	CULTURE & HARVEST FESTIVAL	LIGHT UP THE NIGHT
TITLE SPONSOR	n/a	\$5,000	\$6,000
PLATINUM	\$3,000	\$2,500	\$3,000
GOLD	\$2,000	\$1,000	\$2,000
SILVER	\$1,000	\$500	\$1,000
BRONZE	\$500	\$100	\$500

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3. SPONSORSHIP SUPPORT & RECOGNITION DETAILS



CANADA DAY

July 1, 2017

LEVEL	COST	RECOGNITION
PLATINUM (FIREWORKS)	\$3,000	<ul style="list-style-type: none">• Prominently displayed as Platinum Sponsor in specialty Event Program/ Insert by the Lacombe Express• Half page ad in the Event Program• Recognition on Event Poster• Event Signage including: Billboards and Banners• A link to your company website from the event website; www.lacombetourism.com• Recognition on Lacombe Tourism website and all social media, Facebook & Twitter, & Instagram <p>A verbal 'Thank You' at Concert events with the opportunity to address the audience</p>
GOLD (WAGON RIDES)	\$2,000	<ul style="list-style-type: none">• Prominently displayed as Gold Sponsor in specialty Event Program/ Insert by the Lacombe Express• Quarter page ad in the Event Program• Recognition on Event Poster• Event Signage including: Billboards and Banners• A link to your company website from the event website; www.lacombetourism.com• Recognition on Lacombe Tourism website and all social media, Facebook & Twitter, & Instagram <p>A verbal 'Thank You' at Concert events</p>
SILVER (LOCAL PERFORMERS/BANDS)	\$1,000	<ul style="list-style-type: none">• Prominently displayed as Silver Sponsor in specialty Event Program/ Insert by the Lacombe Express• Banner ad in the Event Program• Recognition on Event Poster• Event Signage including: Billboards and Banners• A link to your company website from the event website; www.lacombetourism.com• Recognition on Lacombe Tourism website and all

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		social media, Facebook & Twitter, & Instagram A verbal 'Thank You' at Concert events
BRONZE (PETTING ZOO)	\$500	<ul style="list-style-type: none"> • Prominently displayed as Bronze Sponsor in specialty Event Program/ Insert by the Lacombe Express • Recognition on Event Poster • Event Signage including: Billboards and Banners • A link to your company website from the event website; www.lacombetourism.com • Recognition on Lacombe Tourism website and all social media, Facebook & Twitter, & Instagram <p>A verbal 'Thank You' at Concert events</p>



CULTURE & HARVEST FESTIVAL

September 28 – October 1, 2017

LEVEL	COST	RECOGNITION
TITLE SPONSOR (MAIN EVENT / CONCERT)	\$5,000	<ul style="list-style-type: none"> • Radio Advertisements with "Your Company" recognized as the Titled Event Sponsor. e.g. "Your Company" presents...' • Prominently displayed as the Title Sponsor in specialty Event Program/ Insert by the Lacombe Express • Half page ad in the Event Program • Recognition on Event Poster • Event Signage including: Billboards and Banners • A large Pop-Up Banner for the Event and for display at your place of business • A link to your company website from the event website; www.lacombetourism.com • Recognition on Lacombe Tourism website and all

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		<p>social media, Facebook & Twitter, & Instagram</p> <ul style="list-style-type: none"> • A verbal ‘Thank You’ at Concert events with the opportunity to address the audience
<p>PLATINUM (WAGON RIDES)</p>	<p>\$2,500</p>	<ul style="list-style-type: none"> • Prominently displayed as Platinum Sponsor in specialty Event Program/ Insert by the Lacombe Express • Quarter page ad in the Event Program • Recognition on Event Poster • Event Signage including: Billboards and Banners • A link to your company website from the event website; www.lacombetourism.com • Recognition on Lacombe Tourism website and all social media, Facebook & Twitter, & Instagram <p>A verbal ‘Thank You’ at Concert events with the opportunity to address the audience</p>
<p>GOLD (MUSIC IN THE PARK)</p>	<p>\$1,000</p>	<ul style="list-style-type: none"> • Prominently displayed as Gold Sponsor in specialty Event Program/ Insert by the Lacombe Express • Banner ad in the Event Program • Recognition on Event Poster • Event Signage including: Billboards and Banners • A link to your company website from the event website; www.lacombetourism.com • Recognition on Lacombe Tourism website and all social media, Facebook & Twitter, & Instagram <p>A verbal ‘Thank You’ at Concert events</p>
<p>SILVER (PETTING ZOO)</p>	<p>\$500</p>	<ul style="list-style-type: none"> • Prominently displayed as Silver Sponsor in specialty Event Program/ Insert by the Lacombe Express • Recognition on Event Poster • Event Signage including: Billboards and Banners • A link to your company website from the event website; www.lacombetourism.com • Recognition on Lacombe Tourism website and all social media, Facebook & Twitter, & Instagram <p>A verbal ‘Thank You’ at Concert events</p>
<p>BRONZE (HERITAGE PERFORMERS)</p>	<p>\$100</p>	<ul style="list-style-type: none"> • Prominently displayed as Bronze Sponsor in specialty Event Program/ Insert by the Lacombe Express • Recognition on Event Poster • Event Signage including: Billboards and Banners • A link to your company website from the event website; www.lacombetourism.com • Recognition on Lacombe Tourism website and all

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