



2021 SPONSORSHIP OPPORTUNITIES

Atlantic Canada's largest dedicated RV show...

This March, the Halifax Exhibition Centre will once again be filled with all the latest models and styles from Nova Scotia and New Brunswick's leading dealers.

This is a unique show with all the major dealers in one place, at one time. Visitors will be able to discover the new 2021 models and trends with hundreds of recreational vehicles on site; from small camping trailers to the most luxurious motorized vehicles. There is something for every taste and budget – plus, products and services for the RV lifestyle, vacation destinations, and more.

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

EVENT DETAILS

Date: March 4 – 7, 2021

Location: Halifax Exhibition Centre, Halifax, NS

AUDIENCE PROFILE – 2020 Audience survey results:

58% of attendees own an RV

51% of attendees plan on purchasing an RV in the next year

54% of attendees are aged 35-64

28% of attendees were first time Halifax RV Show visitors

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.

To sign on as a sponsor today, contact:

Scott Sprague, Show Manager • ssprague@mpltd.ca

902.468.4999 • 1.888.454.7469

HALIFAX

RV SHOW & SALE

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Truck or Tow Vehicle Sponsor (1 available)

\$1,500

Many customers at the RV show are also in the market for their next towing vehicle - make an impression on these thousands of RV owners and buyers as "Official Truck"! Your brand will be placed front and center at the outdoor front entrance of the show for display, with a prominent lobby presence, and inclusion on the show website and social media.

Door Prize Sponsor (1 available)

\$1,500 + prize

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,000 retail and approved by show management. Booth space is not included. Includes promotion on the show website and in social media, as well as additional event marketing.

Social Media & eBlast Sponsor Package (2 available)

\$1,500

Harness the power of social media & direct email communication! This unique sponsorship package has three elements: featured content [copy + photo or video] in one show branded direct audience email to our database of past show visitors (over 9000 emails); a web banner placed on the show website's homepage; and mentions in two posts on the show's Facebook and Twitter pages.

Floor Decals / Footprint Sponsor (2 available)

\$1,200

Includes 20 vinyl 1'x 2' footprints with your logo that are placed on the aisle to lead visitors from the show's entrance directly to your booth. Includes selected advertising and recognition on the show website.

Exclusive Bag Sponsor (1 available)

\$1,000 + bags

Exclusive opportunity to have your brand distributed at the door. Sponsorship includes distribution of bag at front entrance along with website recognition.

Exclusive Lanyard Sponsor (1 available)

\$900 + lanyards

Your company logo and website will be printed on lanyards that will be worn by exhibitors throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors.

Web Banner Sponsor (3 available)

\$500

Your company's logo will be showcased on the Halifax RV Show's official website which receives thousands of hits. We will also provide a link to your own company website, to route the traffic your way.

SOLD



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IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive and limited to only one sponsor. For this reason, sponsorships are accepted on a first-come, first-served basis.
- The Halifax RV Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, lanyards).
- Provision and delivery of Halifax RV Show sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring the 2021 Halifax RV Show!
We look forward to helping you maximize your sponsorship
investment to its full potential.

To sign on as a sponsor today, contact:

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Scott Sprague, Show Manager – ssprague@mpltd.ca
 PO Box 565, Saint John, New Brunswick E2L 3Z8
 Phone: 1-888-454-7469 • Fax: (506) 658-0750
 Online: www.masterpromotions.ca
 G.S.T. Number 10355 7344RT

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"/> Truck or Tow Vehicle Sponsor	\$1,500
<input type="checkbox"/> Door Prize Sponsor	\$1,500 + prize
<input type="checkbox"/> Social Media Sponsor Package	\$1,500
<input type="checkbox"/> Floor Decals / Footprint Sponsor	\$1,200
<input type="checkbox"/> Exclusive Bag Sponsor	\$1,000 + bags
<input type="checkbox"/> Exclusive Lanyard Sponsor SOLD	\$900 + lanyards
<input type="checkbox"/> Web Banner Sponsor	\$500

PAYMENT INFORMATION

Payment due by February 4, 2021

- Cheque enclosed (Please make cheques payable to Master Promotions Ltd.)

I have read and agree to the terms outlined in the 2021 Halifax RV Show sponsorship package and contract, and agree to sponsor this event, this ___ day of _____, 2021.

 Signature per Master Promotions Ltd.

 Sponsorship Applicant's Signature