



2024 SPONSORSHIP OPPORTUNITIES

New Brunswick's largest dedicated RV show...

This March, the Moncton Coliseum Complex will once again be filled with hundreds of recreational vehicles from the region's leading dealers. No matter their needs, taste or budget, visitors will be sure to find their perfect RV at the Moncton RV Show.

Thousands attend the show each year to discover the latest models and trends – from small camping trailers to the most luxurious motorized vehicles – all under one roof! There's no better way to get your corporate brand in front of an interested audience than by taking advantage of our wide range of sponsorship opportunities. Read on for details!

EVENT DETAILS

Date: March 7-10, 2024

Location: Moncton Coliseum, Moncton, NB

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

Title Sponsor (1 available) \$10,000

Our premier level sponsorship package gives you top-tier positioning. As the sole title sponsor, you will receive naming rights to the event. The title Sponsor package can be custom tailored but at minimum will include:

- Interactive opportunities for your brand at the show
- Opportunity to hand out swag or marketing collateral to event attendees
- Full color signage package including direct route sponsorship
- Radio media package
- Digital media package - including direct email marketing, social media inclusions, and a web banner on our event website
- Branded visitor passes (100)

Venue Branding Sponsor (1 available) BASED ON SELECTION

High Visibility. High Customization. This unique opportunity is a way to get your brand front and center at The Moncton Coliseum. This will ensure you are the first and last thing event attendees see. This opportunity is customizable, and opportunities are endless. Create a branded welcome arch, decals for the windows, wrapped doors, signage above ticket windows, branded stairs - get creative. Working closely with the Marketing & Operations Manager - we will ensure your brand is imprinted in attendees' minds.

Price point based on custom opportunity.

Swag Day Sponsor (4 available) \$1,500 + SWAG

This unique sponsorship opportunity will get your branded swag (hat, lure, t-shirt, etc.) in the hands of the first 500 attendees. This is a superb opportunity to create brand awareness or draw attention to a new brand or product. This opportunity is available each event day - four opportunities. Swag day sponsors will be advertised throughout our social media, email blasts & website channels.

Beer Garden/Rest Area Sponsor (1 available) \$1,500

This opportunity allows you to work with a partner or the venue to create an experience for our show attendees. When visitors need a break after being through half the show your name could be associated with a rest area or beer garden! This can include a branded beer garden, branded rest area, branded water, swag for a spot that visitors can have a seat. This opportunity also includes branding on the TV at the rest area and selected digital marketing.

Door Prize Sponsor \$1,500 IN KIND

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,500 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 Sponsor Package (2 available) \$1,000

Harness the power of social media! This unique sponsorship package has three elements: inclusion in one branded direct audience email to our database of past show visitors; a web banner placed on the show website's homepage; and mentions in three posts on the show's Facebook and Instagram pages.

Web Banner Sponsor (3 available) \$500

Your company's logo will be showcased on the Moncton 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.

Floor Decals / Foot Print 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.

Photo Booth \$750

As the exclusive sponsor, your company's branding will be prominently featured on the photo booth backdrop, props, prints and more, ensuring maximum exposure to event attendees. To further increase brand awareness, attendees will be encouraged to share their photos on their social media accounts using a designated hashtag, automatically entering them into a contest or giveaway sponsored by your company. This interactive element will incentivize participants to not only capture their experience but also share it with their followers, extending your brand's reach and generating user-generated content that promotes your brand organically.

Exclusive Bag Sponsor (1 available) \$1,000 + BAGS

Exclusive opportunity to have your brand distributed at the door. Sponsorship includes distribution of bags at the front entrance. Includes promotions on the show website and in social media, as well as additional event marketing.

Online Ticket Sponsor \$500

As the sponsor, your company's logo, messaging, and brand visuals will be prominently displayed on the ticketing page and confirmation email, ensuring that every visitor sees your brand while purchasing their tickets. This strategic placement will create brand recognition, establish credibility, and drive engagement with your target audience. Additionally, we can collaborate on special promotions, discounts, or exclusive offers for ticket purchasers, further incentivizing them to engage with your brand.

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.
- All opportunities include promotions on the show website and in social media, as well as additional event marketing.
- The Moncton 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 Moncton RV Show sponsorship merchandise will be determined on an individual basis with each sponsor.

Thank you for considering sponsoring the 2024 Moncton RV Show!
We look forward to helping you maximize your sponsorship
investment to its full potential.

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SPONSORSHIP CONTRACT

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

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

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

SPONSORSHIP OPPORTUNITY	PRICE (plus applicable taxes)
<input type="checkbox"/> Title Sponsor	\$10,000
<input type="checkbox"/> Venue Branding Sponsor	CONTACT FOR QUOTE
<input type="checkbox"/> Swag Day Sponsor	\$1,500 + SWAG
<input type="checkbox"/> Door Prize Sponsor	\$1,500
<input type="checkbox"/> Social Media Sponsor	\$1,000
<input type="checkbox"/> Web Banner Sponsor	\$500
<input type="checkbox"/> Floor Decals Sponsor	\$1,200
<input type="checkbox"/> Exclusive Bag Sponsor	\$1,000 + Bags
<input type="checkbox"/> Online Ticket Sponsor	\$1,000

PAYMENT INFORMATION

Payment due by February 12, 2024

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

I have read and agree to the terms outlined in the 2024 Moncton RV Show sponsorship package and contract, and agree to sponsor this event, this ___ day of _____, 20__.

 Signature per Master Promotions Ltd.

 Sponsorship Applicant's Signature



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 G.S.T. Number 10355 7344RT