



## Be seen as part of northern New Brunswick's leading group of home & outdoor experts.

The Edmundston Home & Outdoor Show is a unique chance to showcase products and services for the home building and renovation industries, along with exhibits to highlight powersports and outdoor activities -- plus the adventure tourism destinations that Northern New Brunswick is renowned for! Looking for impactful, creative ways to build your brand?

Sponsorship is a fantastic way to position your company name in front of the show's visitors. Read on for ways to reach them at the show!

### EVENT DETAILS

Date: May 3-5, 2024

Location: Jean- Daigle Centre and Sports Pavilion

### IMPORTANT NOTES ON SPONSORSHIP:

Master Promotions must approve all sponsorship merchandise.

### CUSTOM PACKAGES AVAILABLE

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 reach out to your show manager:

### TO SIGN ON AS A SPONSOR TODAY, CONTACT:

**Pat Steeves**

Show Manager/  
Directeur De Salon

506-649-0024

1-888-454-7469

[psteeves@mpltd.ca](mailto:psteeves@mpltd.ca)



## SPONSORSHIP OPPORTUNITIES

### BEVERAGE BOOTH/REST AREA SPONSOR (1 AVAILABLE)

**\$2,500**

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 going through half the show your name could be associated with a rest area or beverage booth! This can include a branded beverage booth, 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.

### OFFICIAL TRUCK SPONSOR (1 AVAILABLE)

**\$2,500**

*Position yourself as the leading truck option for home & outdoors show visitors. A prime demographic for pick-up truck sales, many families will be scoping out their next motorsport purchase – put your truck top-of-mind to haul that toy!*

- Area of show dedicated to highlighting your dealership, with room for 2 vehicles
- Logo placement on website and social media posts
- 50 'admit one' event passes

### LOBBY SPONSOR

**\$2,000**

*Sponsor the main entrance area and set the tone for the event. A high-visibility way to reach all show visitors.*

- Signage at main lobby
- Exclusive marketing collateral distribution rights at main entrance
- 50 'admit one' event passes

### EXCLUSIVE LANYARD SPONSOR (1 AVAILABLE)

**\$1,000 + Lanyards**

You provide the lanyards (minimum 1000 Lanyards) and we will be provided to all exhibitors to be worn throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors. *This sponsorship includes:* There are two options:

- You provide lanyards imprinted with your company logo for all attendees (Sponsor may provide a minimum of 1000 bulldog clip lanyards).
- Provide us with your company logo and we will have the lanyards designed, printed and delivered to the show. Custom Pricing for turnkey sponsorship.

### SWAG DAY SPONSOR

**\$1,000 + swag**

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



# Sponsorship Opportunities

## FLOOR DECALS/DIRECT ROUTE SPONSOR (2 AVAILABLE)

**\$1,000**

Decals branded with company logo in high traffic areas and leading from entrance to your booth. Extends your reach outside the exhibit area. There is no better way to lead visitors directly to your booth than with a Direct Route sponsorship. You will receive up to 10 floor decals, spread throughout the show, which will lead a path directly to your booth. The decals will feature your full color logo and an arrow in the direction of your booth. It's an eye-catching and highly effective way to draw attention and traffic to your booth. **Opportunities limited - 2 available**

## VISITOR BAG SPONSOR (1 AVAILABLE)

**\$500 + bags**

Attendees will appreciate this convenience as they visit exhibits and walk through the Jean- Daigle Centre and Sports Pavilion. Official show bags will be handed to all attendees at the show entrances to collect all of the information they receive during their time at the show. It's a great way to create an early and lasting impact while welcoming visitors to the show. Two Options for this Sponsorship:

1. Sponsor provides a minimum of 4,000 bags.
2. Provide us your company logo and we will source, design, print and have the bags delivered to the show - hassle free for you. Custom Pricing for this turnkey opportunity.

## SOCIAL MEDIA SPONSOR (3 AVAILABLE)

**\$750**

Harness the power of social media! This unique sponsorship package has three elements: inclusion in three direct audience emails to our database of past show visitors; a shout-out on the event's "show features" web page; and mentions in three posts on the show's Facebook page. Your company name and a link to your corporate website will be included in each element. Don't miss this high exposure opportunity. **Opportunity limited - 3 sponsors.**

## WEB BANNER SPONSOR

**\$500**

Your company's logo will be showcased on the Edmundston Home & Outdoor 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. **Opportunities limited - 2 available**

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 PO Box 565, Saint John, New Brunswick E2L 3Z8  
 Phone: 1-888-454-7469  
[www.masterpromotions.ca](http://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"/> Beverage Booth/Rest Area Sponsor (1 Available)	\$2,500
<input type="checkbox"/> Official Truck Sponsor	\$2,500
<input type="checkbox"/> Lobby Sponsor	\$2,000
<input type="checkbox"/> Exclusive Lanyard Sponsor (1 Available)	\$1,000 + Lanyards
<input type="checkbox"/> Swag Day Sponsor	\$1,000 + swag
<input type="checkbox"/> Floor Decals/Direct Route Sponsor (2 Available)	\$1000
<input type="checkbox"/> Visitor Bag Sponsor (1 Available)	\$500 + bags
<input type="checkbox"/> Social Media Sponsor (3 Available)	\$750
<input type="checkbox"/> Web Banner Sponsor (2 Available)	\$500

## PAYMENT INFORMATION

**Payment due by March 4, 2024**

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

**I have read and agree to the terms outlined in the 2024 Edmundston Home & Outdoor Show sponsorship package and contract, and agree to sponsor this event this \_\_\_ day of \_\_\_\_\_, 20\_\_.**

\_\_\_\_\_  
 Signature per Master Promotions Ltd.

\_\_\_\_\_  
 Sponsorship Applicant's Signature

## **SPONSORSHIP CONTRACT TERMS AND CONDITIONS**

### **DEFINED TERMS**

The term "Show" refers to the specific event name referenced on the first page of this contract. This Show is produced and managed by Master Promotions Ltd. As used hereinafter, the term "Master Promotions" means, collectively, Master Promotions Ltd., its partners, and any associated officers, directors, agents, subsidiaries, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Sponsor" means, collectively, the entity or person that executes this contract as the "Sponsor" and each of its officers, directors, shareholders, employees, contractors, agents, representatives, volunteers, assigns, and/or invitees, as applicable.

### **1. SPONSORSHIP OBLIGATIONS:**

**1.1 Scope of Sponsorship:** Sponsor agrees to provide financial or in-kind support to Master Promotions in exchange for the promotional benefits outlined on page 1.

**1.2 Payment and Deliverables:** Sponsor shall make payments according to the schedule outlined on page 1, and provide any agreed-upon materials, logos, or content to Recipient for promotional use. All applicable provincial and federal taxes at the time of the event are the sole responsibility of the Exhibitor.

### **2. MASTER PROMOTIONS OBLIGATIONS:**

**2.1 Promotional Benefits:** Recipient agrees to provide Sponsor with the promotional benefits outlined on page 1, including but not limited to logo placement, mentions in marketing materials, and visibility at events.

**2.2 Compliance:** Master Promotions shall use its best efforts to ensure that all promotional materials comply with applicable laws and do not negatively impact Sponsor's reputation.

### **3. TERM AND TERMINATION:**

**3.1** The Sponsor will be required to pay in full for the contracted amount on any cancellation received after 90 days prior to the first show date. Cancellations must be received in writing.

### **4. INTELLECTUAL PROPERTY:**

**4.1 License:** Each party grants the other a non-exclusive, royalty-free license to use its trademarks, logos, and other intellectual property solely for the purposes of this contract.

**4.2 Ownership:** All intellectual property developed or created during the term of this Contract shall be owned by the party that creates it.

### **5. LIMITATION OF LIABILITY**

**5.1** Under no circumstances shall either party be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. Sponsor expressly assumes all risks associated with, resulting from or arising in connection with sponsors participation or presence at the Show, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Sponsor, except to the extent caused by negligence or intentional act of Master Promotions or the Exhibit Facility. Sponsor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area). Neither Master Promotions nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Sponsor. Neither Master Promotions nor the Exhibit Facility shall be liable for, and Sponsor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

### **6. INDEMNIFICATION:**

**6.1** The Sponsor will indemnify, defend, and hold Master Promotions harmless from and against any claims relating to directly or indirectly to, or arising out of, content posted on the sponsors website, use of sponsor materials, or use of Sponsor use of Sponsor logos and trademarks.

**6.2** Each party agrees to indemnify and hold harmless the other party from any claims, damages, or losses arising out of the breach of this Agreement or negligence.

### **7. GOVERNING LAW:**

**7.1 Governing Law:** This Agreement shall be governed by and construed in accordance with the laws of the Province where the event is located.

### **8. MISCELLANEOUS:**

**8.1 Entire Contract:** This Contract constitutes the entire understanding between the parties and supersedes all prior sponsorship agreements and understandings.