



www.calgarybabyshow.com
calgarybabyandtoto@gmail.com
Calgary, Alberta T3E5A6
office: 403-249-1270
cell: 403-512-5867

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP:

- **Inclusion in all Radio & Print Advertising*** (*based on paid advertising campaign with \$75,000 of promotional value) and value adds include presenting Sponsor logo on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **Presenting Sponsor Show Branding** – 1 banner (supplied by Sponsor) hanging supplied by Show
- **20'x20' Booth Area** with 3-8' skirted tables, 4 chairs, electrical, and carpet
- **One Full Page Show Guide Ad** - EPS high resolution ad provided by Sponsor
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **200 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Sponsorship Value: \$44,900

Sponsorship Cost: \$13,000 + gst

FEATURE AREA SPONSORSHIP:

- **Inclusion in select Radio & Print Advertising*** (*based on paid advertising campaign with \$75,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **20'x20' Feature Area** with 2-8' skirted table, 2 chairs, electrical, carpet
- **One Full Page Show Guide Ad** - EPS high resolution ad provided by Sponsor
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Banner Hanging** for 1 Banner in Feature Area – banner supplied by Sponsor
- **200 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Sponsorship Value: \$29,900

Sponsorship Cost: \$ 9,000 + gst

MAIN STAGE SPONSORSHIP:

- **Inclusion in select Radio & Print Advertising*** (*based on paid advertising campaign with \$75,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **10'x30' fully-equipped Booth** with 1-8' skirted table, 2 chairs, electrical, carpet
- **Show Guide** – Full page branded Main Stage Schedule in show guide plus 1/2 page ad supplied by Sponsor
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Branded Main Stage Banner** – 1 banner (supplied by Sponsor) hanging supplied by show
- **200 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Sponsorship Value: \$16,300

Sponsorship Cost: \$ 5,000 + gst



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DIAPER & NURSING LOUNGE SPONSORSHIP: N/A

- **Inclusion in select Radio & Print Advertising** plus value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **Fully-equipped sink, furniture, tables and change pads in lounge**
- **10'x10' fully-equipped corner Booth** with 1-8' skirted table, 2 chairs, electrical, carpet
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Branded Diaper & Nursing Lounge** –1 banner supplied by Sponsor) hanging and additional signage supplied by show
- **75 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Sponsorship Value: \$ 9,300

Sponsorship Cost: \$ 3,000 + gst

SEMINAR THEATRE SPONSORSHIP:

- **Inclusion in select Advertising*** (*based on paid advertising campaign with \$75,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **10'x10' fully equipped corner Booth** with 8' skirted table, 2 chairs, electrical, carpet
- **Full Page branded Seminar Theatre Schedule** in Show Guide
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **75 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage
- **Presentation Daily** – opportunity to showcase seminar theatre presentation on both show days

Sponsorship Value: \$ 9,100

Sponsorship Cost: \$ 3,000 + gst

DIAPER DERBY SPONSORSHIP:

- **Inclusion in select Advertising*** (*based on paid advertising campaign with \$75,000 of promotional value) and value adds include logo recognition on Show Poster & Cover of Show Guide, Media Advisories, Publicist, On site PR and more
- **10'x10' fully equipped corner Booth** with 8' skirted table, 2 chairs, electrical, carpet
- **Logo inclusion** - Website, social media (Facebook & Instagram) and digital on site advertising
- **Branded Diaper Derby** – banner supplied by Sponsor & signage
- **75 Adult Admit One Show Passes**
- **Sponsor Shout-outs** from our Main Stage

Sponsorship Value: \$ 8,600

Sponsorship Cost: \$ 2,500 + gst



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BRANDING OPPORTUNITIES

- **BACK OF CALGARY BABY & TOT SHOW TICKET BRANDING**

Feature your Company Logo and/or Bounce-Back Offer on the back of 3,000 CBT Tickets

Cost: \$800 + gst

- **ONLINE CALGARY BABY & TOT SHOW E-TICKET WEB BANNER**

Feature your company web banner on the Calgary Baby & Tot Show E-Ticket purchasing site

Cost: \$500 + gst

- **SWAG BAG LOGO BRANDING FOR ONE SHOW**

Logo branding accompanying CBT Logo on 2,000 cloth swag bags (provided by CBT) includes swag bag inclusion (sample/insert provided by sponsor) **Cost: \$3,500 + gst**

- **SWAG BAG INCLUSION**

Include samples/ promotional items in 2,000 Calgary Baby & Tot Show Swag Bags

Cost: \$150 + gst for Exhibitors

\$0.15+ gst per item for Non-Exhibitors

- **SHOW GUIDE ADVERTISING**

Advertise in the official show guide, given directly to all attendees and exhibitors. Also includes advertising in the digital show guide. Half page and full page advertisements available.

Customized Sponsorship packages are available to fit your branding, budget and needs. Connect with your Calgary Baby and Tot Show representative today!

Kelly Kennedy
Show Director

calgarybabyandtot@gmail.com

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