



## SPONSORSHIP PACKAGE

PROUDLY PRESENTED BY:



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"SHAKE YOUR TAIL FEATHER"

## OUR OBJECTIVE

Hilah Ayers Wilderness RV Park is a family owned, operated, and oriented seasonal RV resort and campground located in central Alberta that has served the Mulhurst Bay area for over 35 years. To celebrate our ongoing commitment to the community and region, we host the Pigeon Lake Music Festival annually on the August long weekend and are looking for sponsors to share event success with. An exciting lineup of emerging, iconic, and talented musicians and entertainers is assembled each year, and the event is methodically planned and executed in a way that has put Pigeon Lake back on the map.

Our organization offers affordable leased RV lots to Canadians and adamantly encourages active and healthy lifestyles, especially within our youth. We strive to inspire togetherness and fellowship in an incredibly stunning outdoor environment, and we invite visitors to discover the beauty that Alberta has to offer. We believe that a world unplugged is better connected and your investment helps us further advocate that.

## YOUR SPONSORSHIP

The success and longevity of an annual event like this is only possible with the involvement of key industry partners, corporate sponsorship, and enthusiastic local support. We have crafted a variety of packages to ensure each relationship is mutually beneficial.

# GOLD: \$10,000 (ONLY ONE AVAILABLE)

20 weekend passes with daily headliner meet-and-greet opportunities \*

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Exclusive group camping for up to 10 recreational vehicles in *The Meadows*, a picturesque alcove featuring a signature bar, open fire pit with bench seating, on-demand shuttle service (radios included), front-of-line camping check-in, and a custom performance stage for live entertainment or branded activations

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10' X 10' premium sponsor booth space for display and customer engagement

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Two daily emcee stage mentions recognizing your business

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Invitation to join the emcee on stage to co-conduct daily headliner introductions

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Linked logo on website (200 X 200 px)

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Logo inclusion in website footer slideshow

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Logo placement in social media marketing

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Logo shown on video big screens during changeovers throughout the event

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*\* Certain conditions apply*

# SILVER: \$4,000

10 weekend passes

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2 event campsite reservations

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10' X 10' standard sponsor booth space for display and customer engagement

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One daily emcee stage mention recognizing your business

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Linked logo on website (150 X 150 px)

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Logo inclusion in website footer slideshow

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Logo placement in social media marketing

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Logo shown on video big screens during changeovers throughout the event

# BRONZE: \$2,000

4 weekend passes

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1 event campsite reservation

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10' X 6' space on fencing within the concert area for banner display during the event (banner supplied by and returned to the sponsor)

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Linked logo on website (100 X 100 px)

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Logo placement in social media marketing

# CHARITY AUCTION DONOR \*

Social media shout outs including picture(s) of donated item(s)

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Featured placement on website with linked logo (150 X 150 px)

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Onstage donor recognition by the auctioneer during bidding

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Personalized thank you letter from an individual who directly benefits from donation

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10' X 3' space on fencing within the concert area for banner display during the event (banner supplied by and returned to the donor)

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*\* Each donated item or package must have a minimum retail value of \$500 and be suitable for live auction bidding; all other items will be given away as door or volunteer appreciation prizes and corresponding donors will receive the bold marketing coverage listed above in return.*

## EVENT PARTNER

Fully customizable packages are also available to satisfy company marketing objectives

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Financial and non-financial contributions accepted

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Long-term options available