



SPONSORSHIP PACKAGE





EDMONTON FATHER'S DAY CAR SHOW

The Edmonton Father's Day Car Show began in 2001, hosted by Celebration Church. Over the last 17 years it has grown to be the largest Father's Day event in Edmonton with over 15,000 people in attendance.

There is fun to be had for the whole family at the Father's Day Car Show with over 450 show vehicles on display, live music and programs, and a family fun zone with inflatables, carnival games, and more for kids of all ages to enjoy! A free hot dog BBQ is provided for guests with several food trucks available on the grounds as well.

The Father's Day Car Show is a ton of fun with great exposure and has become a Father's Day tradition for many families in the community and across the city. More information and vehicle registration can be found at FathersDayCarShow.ca.



FATHER'S DAY PROGRAM

Our programs run at 9:30am, 11:00am and 12:30pm.



EXPOSURE



**EDMONTON FATHER'S DAY
CAR SHOW**



**@EDMCARSHOW
#EDMCARSHOW**



15,000+ ATTENDEES

Event grew from 12,000 in 2017 to 15,000 in 2018.



10,000+ EVENT PROGRAMS

Distributed throughout event.



450+ SHOW VEHICLES



GREAT LOCATION

75 ST. AND ARGYLL RD.

75 St. is the only street that spans the city of Edmonton north to south.

SPONSORSHIP BENEFITS

	BRONZE	SILVER	GOLD	PLATINUM
	\$1000	\$1500	\$2250	\$3000+
 Event promotions	✓	✓	✓	✓
 Event Displays	✓	✓	✓	✓
 Event LED Screens	✓	✓	✓	✓
 Awards Ceremony		✓	✓	✓
 Social Media		✓	✓	✓
 Website Feature			✓	✓
 E-newsletter Recognition			✓	✓
 Registration Packages				✓
 Exclusive Sponsorships				✓
 On-Site Activity				✓



EVENT PROMOTIONS

All levels of sponsorship will be included in printed promotional materials. Logo prominence is dependent on level of sponsorship.

The company logo will appear on the following promotional materials:

- 25,000 brochures distributed to approximately 250 businesses in Edmonton and area.
- Posters distributed to and hung up in approximately 100 businesses in Edmonton and area.
- 10,000 programs distributed to guests and vehicle registrants at all event entrances.
- The 2020 sponsorship package distributed to approximately 50 businesses.



EVENT DISPLAYS

All levels of sponsorship will have the company logo appear on printed event displays throughout the grounds. Locations include: building lobby, Family Fun Zone, BBQ & beverage tents, and courtyard stage. Logo prominence is dependent on level of sponsorship.



EVENT LED SCREENS

All levels of sponsorship will have the company logo appear, on rotation, on three LED screens (16' wide x 9' tall) located throughout the grounds. Logo prominence is dependent on level of sponsorship.



AWARDS CEREMONY

"Best in Show" awards and a \$500 cash prize are given out to vehicle registrants at the end of the show. The host will give a verbal acknowledgement to the sponsors, with the company logo and website displayed on large LED screens.



SOCIAL MEDIA

Social Media post acknowledging and thanking the sponsors on the Father's Day Car Show Facebook and Instagram accounts with photo of company logo.



WEBSITE FEATURE

The company logo will be featured on the event website: FathersDayCarShow.ca with direct link to the company's website.



E-NEWSLETTER RECOGNITION

Recognition of and thank you to the company in Father's Day Car Show email to 3500+ subscribers.



REGISTRATION PACKAGES

Opportunity to provide a sponsor-supplied 'promotional item or brochure' in each vehicle registrant's bag. (approximately 500 registration bags will be given out in 2019).



EXCLUSIVE SPONSORSHIP

Exclusive sponsorship within your business industry category (e.g. your construction company would be the only construction company allowed in the Gold or Platinum category). Business industry categories will be determined by Event Director.



ON-SITE ACTIVITY

Pre-approval to set up a family friendly vendor booth (max. 8' 6" x 15') during the event. Merchandise is allowed to be sold at the booth. The company will also have permission to run an activity at their booth (eg. photo booth, contest, or a small game). The activity must be family friendly and approved by the Event Director.



IN-KIND & CUSTOMIZED SPONSORSHIP

Please speak with the Sponsorship Coordinator regarding benefit customization, in-kind sponsorship, or any other questions you may have regarding sponsoring the Father's Day Car Show. Sponsor benefits for in-kind sponsorships will be dependent on the equivalent dollar amount and at the discretion of the Event Director.



SPONSORSHIP REGISTRATION

HOW TO REGISTER:

- Online at *FathersDayCarShow.ca*.
- Mail in this page, with payment, to *Celebration Church, 7215 Argyll Rd, Edmonton, Alberta, T6C 4J2*.
- Email *isaac.v@celebrationedmonton.com* to request an invoice.

SPONSOR INFORMATION

Company Name: _____ Contact Name: _____

Address: _____

City: _____ Postal Code: _____

Email: _____ Direct Phone: _____

Company Website: _____

Social Media Handles: facebook.com/ _____ Instagram: @ _____

SPONSORSHIP LEVEL

☐ \$3000+ PLATINUM ☐ \$2250 GOLD ☐ \$1750 SILVER ☐ \$1000 BRONZE

PAYMENT INFORMATION

Form of Payment: ☐ MasterCard ☐ Visa ☐ Cheque (Attach)

_____ Expiry _____ CVV# _____

Full Name of Cardholder: _____

Email receipt to: _____

Signature of Cardholder: _____ Date: _____

Billing Address: ☐ Same as above ☐ Other Address _____

TERMS AND AGREEMENT

I, (name) _____, have the authority to sponsor the Father's Day Car Show on behalf of (company name) _____ and have committed to sponsor at the _____ level.

I acknowledge that this is an advertising agreement and not a tax deductible donation.

I agree to the terms listed on page three and to submit payment in full by April 25th, 2019.

Signature

Name Printed

Date

2018 SPONSORS

Edmonton Father's Day Car Show would like to thank the following sponsors for partnering with the 17th annual Father's Day Car Show.

