



*- third annual -*  
Kootenay  
healthy  
lifestyles  
expo

SPONSORSHIP PACKAGE



# The Kootenay Healthy Lifestyles Expo

Health and wellness is a fast-growing trend in today's society – and our region is a provincial leader within this industry. Trail and District boasts communities that want to live healthier and our business community reflects this attitude. The Trail and District Chamber of Commerce has designed the Kootenay Healthy Lifestyles Expo to support healthy living and to showcase the business and consumer opportunities that are linked to promoting wellness within the region.

The 3<sup>rd</sup> annual Kootenay Healthy Lifestyles Expo is a trade show styled interactive event where people can get informed about healthy living. The event features exhibitors, expert speakers and demonstrations that promote holistic and western health practices, green initiatives, food sustainability, physical and emotional well-being, nutrition, and other wellness topics. The Expo will promote the “Kootenay Lifestyle” that has been shown to be so desirable to locals and visitors alike. Consumers will have the opportunity to collect information, as well as purchase and experience wellness products and services.

**Keynote Speaker:** Dr. Pamela Fergusson, Speaking on the Canada Food Guide

## **Marketing Campaign:**

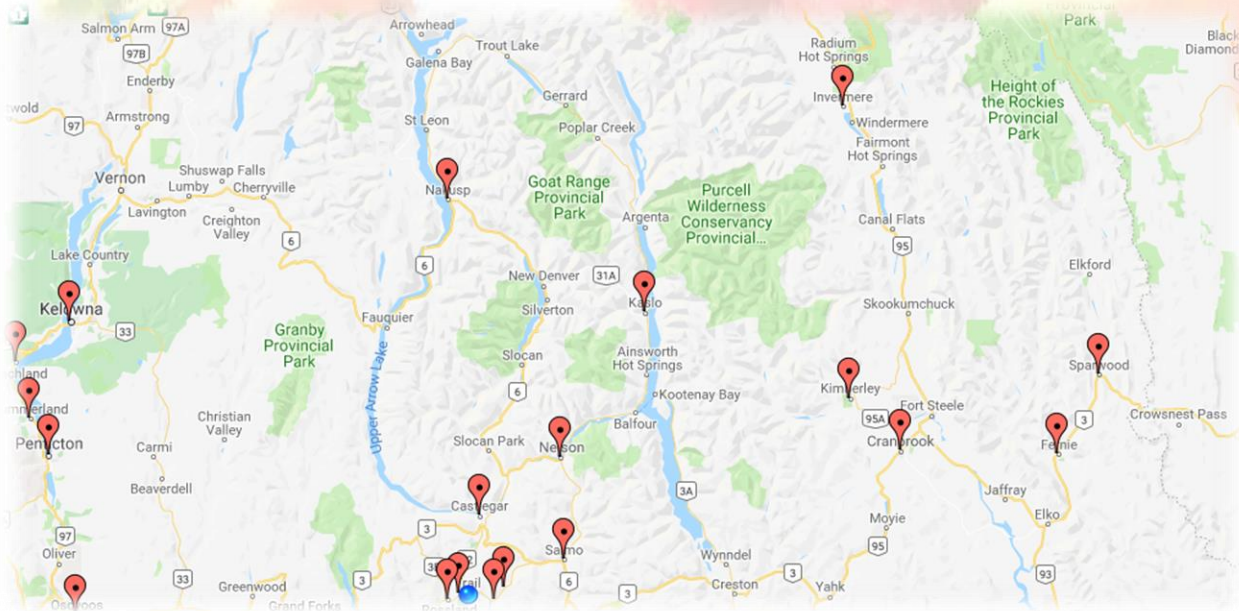
Our partners are an essential and visible part of the Kootenay Healthy Lifestyles Expo and will gain exposure through our extensive marketing campaign. Targeted market areas include (but are not limited to):

**The West Kootenays:** Trail, Rossland, Fruitvale, Montrose, Warfield, Castlegar, Salmo, Nelson, Kaslo, Slokan Valley and Nakusp.

**The East Kootenays:** Cranbrook, Kimberly, Fernie, Sparwood and Invermere.

**Okanagan:** Kelowna, Penticton, Osoyoos, Summerland and Peachland.

**USA:** Spokane, Washington.



## Types of Advertising:

The Expo will be promoted to the above locations through:

- Newspaper Ads and Articles
- Magazine Articles
- Radio Ads and Interviews.
- The KHLE and Chamber Websites
- Community Calendars
- Eblast Marketing
- Social Media including Facebook and Instagram.
- Signage prior to and during the event.
- Printed materials.

## Sponsorship Benefits

Sponsors of the Kootenay Healthy Lifestyles Expo will take advantage of a unique opportunity to associate their businesses with the increasing popularity of this annual healthy living exhibition. Sponsorship of the Kootenay Healthy Lifestyles Expo is an excellent investment, with the opportunity to increase the profile of your business and to enhance the wellness of our communities.

Our sponsors are an essential and visible part of the Kootenay Healthy Lifestyles Expo. Sponsorship will provide exposure to 500+ business owners and operators from across the Trail and District area. Position your organization as a supporter of local business, raise the profile of your organization and capitalize on the events' gathering of key industry players!

This is an opportunity for your organization to:

- ✓ Be directly associated with health, wellness and green initiatives.
- ✓ Stretch your marketing dollars.
- ✓ Be promoted to a targeted audience through an extensive marketing campaign.
- ✓ Increase your public identity through positive placement.
- ✓ Show your support for healthy living in our communities.
- ✓ Gain exposure to potential clientele.
- ✓ Enhance your cause-related marketing through event participation and/or sponsorship.

## Act Now!

The Kootenay Healthy Lifestyles Expo is the perfect strategic opportunity for you and your company to increase exposure and to showcase your business to the rapidly growing health conscious consumer audience in the West Kootenays.

Sponsorship opportunities are listed below. If you have a unique sponsorship idea you would like to explore, please contact us. Additionally, we are happy to customize any of the following options to showcase your specific business objectives and expectations.



# Available Sponsorship Options

## Event Sponsor – \$3,000

- Exclusive sponsorship category. Limited to one sponsor.
- A 10' x 10' booth in the most prominent location
- Most prominent placement of company logo included on:
  - All print promotions
  - Electronic promotions (Facebook, Instagram, e-blasts, newsletters & website)
  - Residual recognition on KHLE and TDCOC webpages.
- Event promotions include:
  - Speaking opportunity
  - Display of company signage
  - Opportunity to place brochures and business cards at prime locations.
  - Podium recognition
  - Signage on banner at front entrance of event
  - Other value-added exposure mechanisms as determined
- Prominent promotion high-lighting in event re-cap video.
- Included in media coverage including news releases, articles and radio interviews.
- A Feature Business promotion prior to or after the event.
- 20 complimentary event tickets.
- Special invitation to the private Vendors Appreciation Wine and Cheese function on Friday evening.

## Platinum Sponsor – \$2,000

- Restricted sponsorship category. Limited to four sponsors.
- A 10' x 10' booth in a highly prominent location.
- Very prominent placement of company logo included on:
  - All print promotions
  - Electronic promotions (Facebook, Instagram, e-blasts, newsletters & website)
- Event promotions include:
  - Display of company signage.
  - Opportunity to place brochures and business cards at prime locations.
  - Podium recognition.
  - Signage on banner at front entrance of event.
- Strong promotional high-lighting in event re-cap video.
- Recognized in media coverage including news releases, articles and radio interviews.
- A Feature Business promotion after the event.
- 10 complimentary event tickets.
- Special invitation to the private Vendors Appreciation Wine and Cheese function on Friday evening.



## **Gold Sponsor – \$1,000**

- Prominent placement of company logo included on:
  - All print promotions
  - Electronic promotions (Facebook, e-blasts, newsletters & website)
- Event promotions include:
  - Podium recognition
  - Signage on banner at front entrance of event
- A Feature Business promotion before or after the event.
- 5 complimentary event tickets.

## **Silver Sponsor – \$300-\$500**

- Placement of company logo included on:
  - Print promotions
  - Electronic promotions (e-blasts, newsletters & websites)
- Event promotions include:
  - Signage on banner at front entrance of event
- 2 complimentary event tickets.

## **Businesses in Support of West Kootenay Healthy Living – \$100**

- Placement of company logo included on:
  - Print promotions at the event and on social media platforms.
  - Electronic promotions (e-blasts & website).

## **Event Support Sponsors – In Kind Services**

- Restricted category for those businesses whose services are applied as volunteer contributions to the KHLE prior to and/or during the event.
- Prominent placement of company logo included on:
  - All print promotions
  - Electronic promotions (Facebook, Instagram, e-blasts, newsletters & website)
  - Residual recognition on KHLE and Chamber webpages.
- Event promotions include:
  - Signage on banner at front entrance of event.
  - Display of company signage.
  - Opportunity to place brochures/business at various locations.
  - Podium recognition.
  - Other value-added exposure mechanisms as determined.
- A Feature Business promotion before or after the event.
- Strong promotional high-lighting in event re-cap video.
- Complimentary event tickets.
- Special invitation to the private Vendors Appreciation Wine and Cheese function on Friday evening.



**Time is of the essence. Please confirm your sponsorship today so we can include you on communications and maximize your sponsorship value.**

## **Sponsorship Agreement**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Email: \_\_\_\_\_

### **Sponsorship level**

- Event (\$3,000)
- Platinum (\$2,000)
- Gold (\$1,000)
- Silver (\$300-\$500)
- Businesses in Support of West Kootenay Healthy Living (\$100)
- Event Support Sponsor (in kind)

If offering event support, please describe proposed services:

\_\_\_\_\_

### **Completed Agreement**

Please complete and return this agreement to the Trail & District Chamber of Commerce via email, mail or bring to the Chamber office.

### **Payment**

Sponsorship is confirmed when this signed agreement and applicable payment have been received by the Trail and District Chamber of Commerce.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for your support of the Kootenay Healthy Lifestyles Expo!**

Trail & District Chamber of Commerce | #201-1199 Bay Ave, Trail BC, V1R 4A4  
250.368.3144 | info@trailchamber.bc.ca |

