

Family Support Expo

Separation & Divorce ♦ Medical & Mental Health
Helping men, women & children of all ages



2012 SPONSORSHIP INFO

Toronto International Centre
October 20th & 21st, 2012

BECOME A SPONSOR

The 1st Annual Family Support Expo may be Toronto's most important consumer show of the year, considering its broad demographic and significant reach within the community.

Data confirms that challenges facing families are growing at an alarming rate and people need help. The Expo seeks to revolutionize how families deal with these challenges.

THIS IS THE FIRST EXPO OF ITS KIND.

Supporting this event at its infancy shows great support for innovation and understanding of the needs of Ontarians today.

Your company can align itself with a cause that reflects values important to millions of people across Canada. Showcasing your company will offer visibility and reinforce your brand.

We are adding to the public dialogue and this is the place to become a strong voice for how to build a healthy family. Express your sense of Corporate Social Responsibility by sponsoring the Family Support Expo!



SPONSORSHIP LEVELS

3

TITLE SPONSOR - 1 Position Available \$60,000

- ◆ Naming rights of the Family Support Expo
 - Company ABC presents the Family Support Expo
- ◆ Naming Rights of the Main Stage
 - Company ABC Stage
- ◆ Industry exclusivity within the entire Expo
- ◆ 20' x 20' Exhibitor Booth

- ◆ Acknowledged as Title Sponsor on all Family Support Expo print and digital material pertaining to the Expo
- ◆ Full page advertisement in the Expo guide
- ◆ Opportunity to include a promotional item in our attendee gift bag
- ◆ Logo recognition on the attendee gift bag
- ◆ Acknowledged as a Title Sponsor in the Expo guide
- ◆ Acknowledged as Title Sponsor on all print media for the Expo. (Newspapers, magazines, etc.)
- ◆ Acknowledged as Title Sponsor on all on-site and online media for the Expo. (Event signage, online advertisements, newsletters, etc)
- ◆ 50 consumer passes to the Family Support Expo



SPONSORSHIP LEVELS

GOLD SPONSOR - 6 Positions Available **\$40,000**

- ◆ **Industry exclusivity (only available within the Gold Level)**
- ◆ **20' x 20' Exhibitor Booth**

- ◆ **Acknowledged as a Gold Sponsor on the Family Support Expo website with a link to your company's website**
- ◆ **Half page advertisement in the Expo guide**
- ◆ **Opportunity to include a promotional item in our attendee gift bag**
- ◆ **Logo recognition on the attendee gift bag**
- ◆ **Acknowledged as a Gold Sponsor in the Expo guide**
- ◆ **Acknowledged as a Sponsor on all print media for the Expo. (Newspapers, magazines, etc.)**
- ◆ **Acknowledged as a Sponsor on all on-site and online media for the Expo. (Event signage, online advertisements, newsletters, etc.)**
- ◆ **50 consumer passes to the Family Support Expo**



SPONSORSHIP LEVELS

5

SILVER SPONSOR - 8 Positions Available \$25,000

- ◆ 20' x 20' Exhibitor Booth
- ◆ Acknowledged as a Silver Sponsor on the Family Support Expo website with a link to your company's website
- ◆ Quarter page advertisement in the Expo guide
- ◆ Opportunity to include a promotional item in our attendee gift bag
- ◆ Logo recognition on the attendee gift bag
- ◆ Acknowledged as a Silver Sponsor in the Expo guide
- ◆ Acknowledged as a Sponsor on all print media for the Expo. (Newspapers, magazines, etc.)
- ◆ Acknowledged as a Sponsor on all on-site and online media for the Expo. (Event signage, online advertisements, newsletters, etc.)
- ◆ 50 consumer passes to the Family Support Expo

BRONZE SPONSOR - 12 Positions Available \$10,000

- ◆ 10' x 20' Exhibitor Booth
- ◆ Acknowledged as a Bronze Sponsor on the Family Support Expo website with a link to your company's website
- ◆ Opportunity to include a promotional item in our attendee gift bag
- ◆ Acknowledged as a Bronze Sponsor in the Expo guide
- ◆ Acknowledged as a Sponsor on all on-site and online media for the Expo. (Event signage, online advertisements, newsletters, etc.)
- ◆ 50 consumer passes to the Family Support Expo



SPONSORSHIP LEVELS

6

INTERACTIVE HEALTH ZONE - 1 Position Available \$25,000

- ◆ Naming rights of the Interactive Health Zone
 - Company ABC Health Zone
- ◆ 20' x 20' Exhibitor Booth within the Interactive Health Zone
- ◆ Acknowledged as a Sponsor on the Family Support Expo website with a link to your company's website
- ◆ Quarter page advertisement in the Expo guide
- ◆ Opportunity to include a promotional item in our attendee gift bag
- ◆ Acknowledged as a Sponsor in the Expo guide
- ◆ Acknowledged as a Sponsor on all print media for the Expo. (Newspapers, magazines, etc.)
- ◆ Acknowledged as a Sponsor on all on-site and online media for the Expo. (Event signage, online advertisements, newsletters, etc.)
- ◆ 50 consumer passes to the Family Support Expo



SPONSORSHIP COMPARISON

DETAILS	TITLE	GOLD	SILVER	BRONZE	INTERACTIVE HEALTH ZONE
Price	\$60,000	\$40,000	\$25,000	\$10,000	\$25,000
Positions Available	1	6	8	12	1
FEATURES					
Exhibitor Booth Included	20' x 20'	20' x 20'	20' x 20'	10' x 20'	20' x 20'
Title Sponsor of Expo	✓				
Naming Rights (Main Stage)	✓				
Naming Rights (Interactive Health Zone)					✓
Industry Exclusivity	✓	✓			
Free Consumer Passes	50	50	50	50	50
Exhibitor Passes	20	16	8	4	8



SPONSORSHIP COMPARISON

DETAILS	TITLE	GOLD	SILVER	BRONZE	INTERACTIVE HEALTH ZONE
ON SITE MARKETING					
Product in Attendee Gift Bag	✓	✓	✓	✓	✓
Logo on Attendee Gift Bag	✓	✓	✓		✓
Listed in Expo Guide as Sponsor	✓	✓	✓	✓	✓
Advertisement in Expo Guide	Full Page	Half Page	Quarter Page		Quarter Page
Listed on Event Signage	✓	✓	✓	✓	✓
ONLINE MARKETING					
Listed on Website as Sponsor	✓	✓	✓	✓	✓
Listed on Newsletters	✓	✓	✓	✓	✓
Listed on Advertisements	✓	✓	✓	✓	✓
PRINT MARKETING					
Listed on Newspaper/ Magazine Advertisements	✓	✓	✓		✓



Contact Info

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