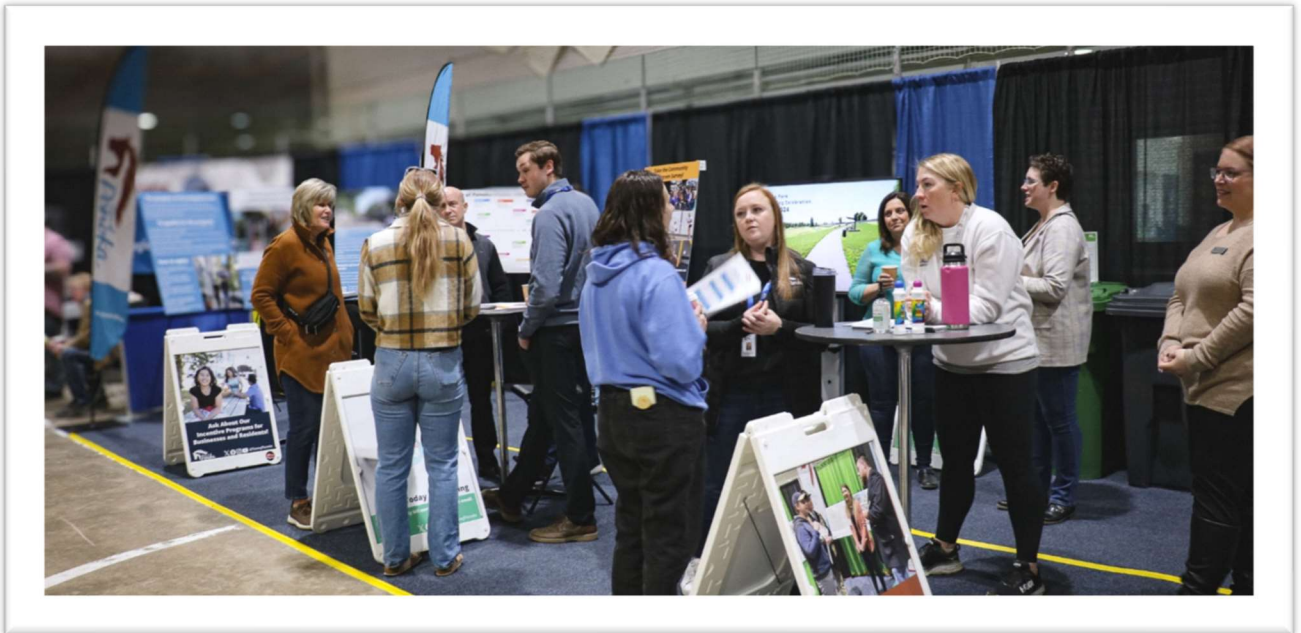




PONOKA TRADE SHOW

& Market Square

SPONSORSHIP PACKAGE



The Ponoka & District Chamber of Commerce Trade Show attracts around 2,000 people over its two days, which will be Friday, April 11 and Saturday, April 12 in 2025. Trade show visitors come from all over our Central Alberta region, visiting the 70+ exhibitors and 60+ market square vendors each year.

Please contact the Chamber Office at 403-783-3888 or admin@ponokachamber.ca to discuss sponsorship opportunities.

Trade Show Presenting Sponsor



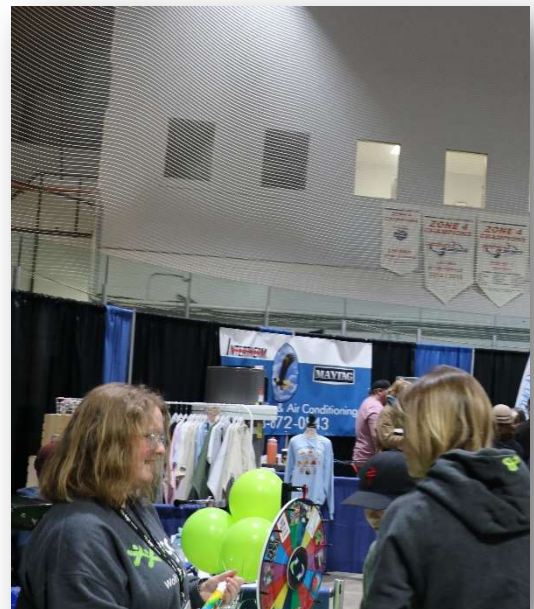
Presented in partnership with YOUR COMPANY
(LOGO)

The event will be known as the **Ponoka & District Chamber of Commerce Trade Show & Market Square presented in partnership with (Your Company)** in all marketing produced after the sponsorship agreement including:

- Sponsorship name mentions on radio (\$1000 value)
- Sponsorship name mentions in newspaper advertisements in the Ponoka News (\$1000 value)
- Logo printed on all event maps (\$500 value)
- Featured in all regular monthly Chamber e-Newsletters leading up to and the one immediately preceding the Trade Show (\$200 value)
- Four (4) Social media posts created with your business to promote the sponsorship on each of our platforms (Facebook, Instagram, LinkedIn) (\$600 value)
- Promotion of the Trade Show with your company listed as the sponsor on the LED sign on the crossroads of Highways 2A and 53 for 4 weeks prior to the show (\$1500 value)
- Your linked logo featured on the Trade Show page of the Chamber of Commerce website until September 2025 (when you will have first right of refusal for the 2026 Trade Show)
- Two free tradeshow booths with power (minimum \$900 value)

Sponsorship \$3,000

Value \$6,300



Job Fair Event Sponsor

After a successful introduction of the Job Fair in our 2024 Trade Show, we're keen to keep it as part of a very successful weekend for our businesses and residents.

This section of the event will be known **Ponoka & District Chamber of Commerce in partnership with (Your Company) presents the 2025 Job Fair** in all marketing including:



- Radio advertising (\$250 value)
- Newspaper advertising in the Ponoka News (\$250 value)
- Featured in each regular chamber e-newsletter leading up to and the first issue immediately following the trade show and job fair (\$100 value)
- One social media post promoting the partnership on all of the Chamber's platforms (Facebook, Instagram and LinkedIn) (\$150 value)
- Promotion of the Job Fair with your company listed as the sponsor on the LED sign on the crossroads of Highways 2A and 53 for 4 weeks prior to the show (\$1500 value)
- Your linked logo featured on the Job Fair page of the Chamber of Commerce website until September 2025 (when you will have first right of refusal for the 2026 Trade Show and Job Fair)
- One exhibitor space (minimum \$450 value)

Sponsorship \$1,500

Value \$3,200

Exhibitor Workshop Sponsor

New this year is a Sales Workshop on Saturday morning before the Trade Show opens. The sales workshop will provide key suggestions on making the most of your trade show investment and is only available for companies registered in the show.

Please help us cover the costs of this workshop including the honorarium for the presenter, handouts for the attendees and refreshments for the workshop.

This will be known as the **Ponoka Trade Show Exhibitor Workshop presented by (Your Company)** in all marketing including:

- Your business logo on all correspondence with exhibitors and public facing regarding the workshop including the Chamber newsletter, printed advertising and digital promotion (Value \$500)
- Your business logo on the printed handouts (\$150 value)
- One social media post promoting your sponsorship and the value of good sales training, posted on Facebook, Instagram and LinkedIn (\$150 value)
- The opportunity to speak at the workshop, introducing the presenter and sharing your interest in sponsoring this workshop (\$250 value)
- Your logo on our website for the time leading up to the event and after until September 2025, at which time you will have first right of refusal to sponsor again in 2026
- One exhibitor space (minimum \$450 value)



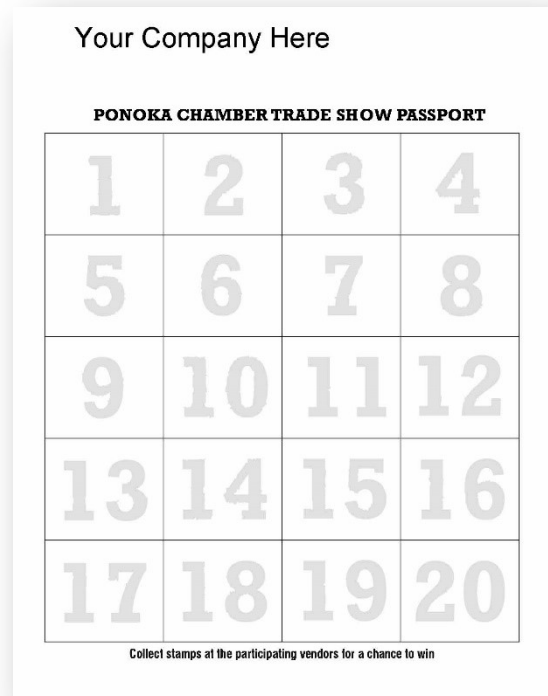
Sponsorship \$1,000

Value \$1,600

Trade Show Passport Sponsor

Our Trade Show Passports are a popular feature, encouraging show visitors to stop at booths throughout the exhibit hall and market square to complete their cards for a chance to win a prize. This will be known as the **Trade Show Passport presented by (Your Company) on relevant marketing materials:**

- Radio advertising (\$500 value)
- Newspaper advertising in the Ponoka News (\$500 value)
- One social media post promoting the partnership on all of the Chamber's platforms (Facebook, Instagram and LinkedIn) (\$150 value)
- One social media post promoting the partnership on all of the Chamber's platforms (Facebook, Instagram and LinkedIn) (\$150 value)
- Promotion of the Trade Show with your company listed as the Passport Sponsor on the LED sign on the crossroads of Highways 2A and 53 for 4 weeks prior to the show (\$750 value)
- Your linked logo featured on the Job Fair page of the Chamber of Commerce website until September 2025 (when you will have first right of refusal for the 2026 Trade Show and Job Fair)
- One exhibitor space (minimum \$450 value)



The sponsor is asked to provide the prize for the passport draw. Previous prizes have included a chainsaw, a travel voucher for a family trip to Drumheller (go Dinosaurs!), a recliner chair, a trip to the Edmonton Space & Science Centre, and more!

Sponsorship \$1,000
Plus Grand Prize
Value \$4,300

Entertainment Stage Sponsor

The Entertainment Stage is a great opportunity to support our Creative Community, giving them a platform to showcase their talents, skills and extraordinary hard work.

Please help us cover the costs of the Entertainment Stage, including the rental of the stage, and the refreshments in the Green Room.

This will be known as the **Ponoka Stage presented by (Your Company)** in all marketing including:

- Your business logo on all correspondence with entertainers and public facing regarding the Stage and Entertainment including the Chamber newsletter, printed advertising and digital promotion (Value \$500)
- Your business logo on the printed handouts (\$150 value)
- One social media post promoting your sponsorship and the value of good sales training, posted on Facebook, Instagram and LinkedIn (\$150 value)
- The opportunity to introduce one or all of the entertainers, and speak for a few minutes about your organization and its support of the creative arts (\$250 value)
- Your logo on our website for the time leading up to the event and after until September 2025, at which time you will have first right of refusal to sponsor again in 2026



Sponsorship \$300/day or \$500 for both days

Value \$1,050