

Event Sponsorship Guide

THE
GREAT
escape



FortWhyte Alive
HUMAN. NATURE.



@JENNIMORIN:

Got my Robin Hood on tonight at @fortwhytealive Adult Camp night! Hit the target even, whaaaaat!?! The Great Escape was awesome! We threw hatchets and spears, we roasted marshmallows and grilled cheese, we played fun games like tug of war and had a few beers! We are definitely bringing friends with us next year :) #fwagreatescape #ecoexploremb #exploremb



THE GREAT ESCAPE

SUMMER CAMP, TAKEN UP A NOTCH



A summertime favourite for the young at heart.

This summer, elevate your brand and embark on an outdoor adventure with 600+ “campers” competing to earn their camp badge. Imagine an evening of live music, cocktails, canoeing, bonfires, and s’mores – a truly unique opportunity in experiential marketing.

Make an impact in your niche and feel good doing it: funds raised from the event support environmental education at FortWhyte Alive.

Available opportunities:

- + Presenting Sponsor \$5,000
- + Main Stage Sponsor \$2,500
- + Bar Sponsor \$1,000
- + Menu Sponsor \$500

GREAT ESCAPE SPONSORSHIP OFFERS:

- The ability to attach your name to a one-of-a-kind summer experience
- Positive brand exposure to passionate influencers
- Unique experiential marketing opportunity
- Huge social media impact

OUR TARGETED DEMOGRAPHIC IS:

- Passionate about the outdoors
- Engaged in healthy, sustainable living
- Invested in fresh, high quality, ethically-produced goods
- Supportive of small business, arts and culture, and community organization

SPONSORSHIP LEVELS

	PRESENTING \$5,000	MAIN STAGE \$2,000	BAR \$1,000	MENU \$500	ACTIVITY IN KIND	PRIZE DONOR \$50 MIN.
'Presented by' exclusivity	✓					
First right of refusal	✓					
Experiential marketing opportunity	2	1				
Opportunity to include promotional items or literature in gift bags	✓	✓	✓	✓		
Complimentary FortWhyte Alive facility rental	Siobhan Richardson Field Station	Lakeside Meeting Room				
Complimentary FortWhyte Alive day passes	50	20				
Naming rights for event main stage or indoor/outdoor bar		✓	✓			
Signature drink/menu item			✓	✓		
Stage mentions	3	3	2	1	1	
Logo placement on day-of event signage	✓	✓	✓	✓		
Opportunity to display banner or signage	✓	✓	✓	✓	✓	
Recognition on social media	10	6	4	2	1	
Recognition on raffle table						✓
Complimentary tickets to The Great Escape	10	6	2	2	2	2
Recognition and link on website event listing	✓	✓	✓	✓	✓	✓
Recognition and link on event recap blog post	✓	✓	✓	✓	✓	✓

SPONSORSHIP AGREEMENT FORM

Name: _____ Company Name: _____
 Address: _____ City, Province: _____
 Postal Code: _____ Phone: _____
 Email: _____

Please select one:

- Presenting Sponsor \$5,000
- Main Stage Sponsor \$2,500
- Bar Sponsor \$1,000
- Menu Sponsor \$500
- Activity Sponsor In Kind
- Gift-in-Kind/Prize Donor \$50 (min.)

**Please send this completed form and send to
 Kalyn Murdock at FortWhyte Alive:**

Fax: (204) 895-4700
 email: kmurdock@fortwhyte.org

Questions? Call (204) 989-8355 ext. 205

Completion of this agreement form is a confirmation of your support as a sponsor of the event, as set out above. Upon receipt of this form FortWhyte Alive will send an invoice for payment of the sponsorship amount. The sponsor is to provide such funds to FortWhyte Alive no later than thirty (30) days prior to the event. Tickets are not reserved until payment is received. Please note that sponsorship fees are non-refundable and corporate sponsors are not eligible to receive a tax receipt.