

FORTWHYTE ALIVE'S CABIN FEVER RELIEVER
IN SUPPORT OF ENVIRONMENTAL
EDUCATION PROGRAMS

LAKE SHAKER

SATURDAY, MARCH 9 · 7PM

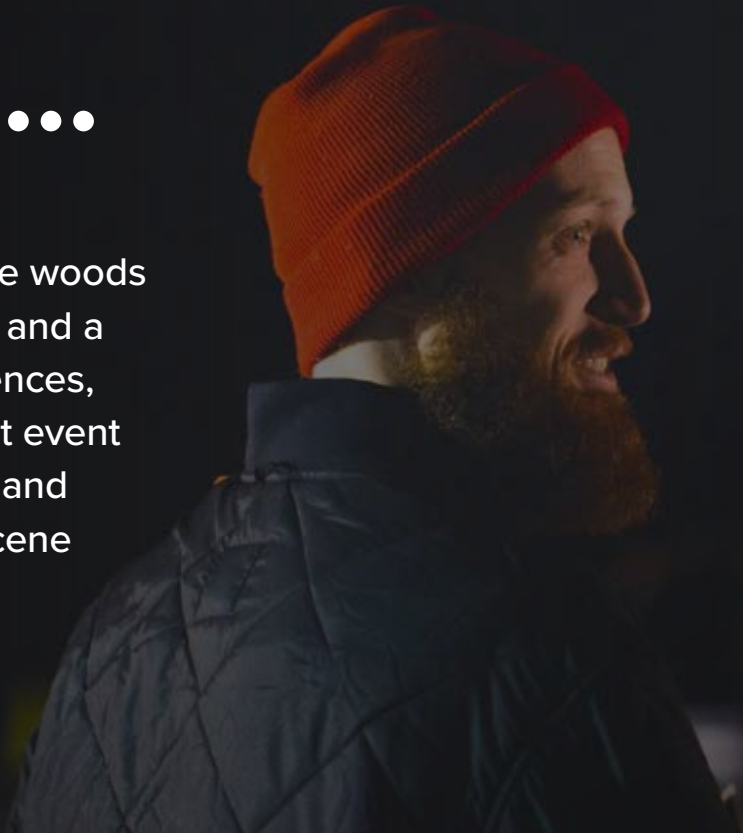
EXPERIENTIAL
MARKETING
SPONSORSHIP
OPPORTUNITIES



FortWhyte Alive
HUMAN. NATURE.

IT'S BACK...

Winnipeg's **wildest** night out in the woods is back. With fresh air, warm fires, and a carefully curated roster of experiences, The Lake Shaker is annual sell-out event that has carved out a memorable and coveted spot in our city's event scene for thousands of millenials.



We're once again excited to offer a slate of unique partnership opportunities for brands looking to reach influencers and make an impact. We understand that you're looking for more than just a logo on a conference leaflet. That's why we work with you to determine your community priorities and develop a strategy to deliver results using a variety of platforms.

FortWhyte Alive offers:

- Compelling, one-of-a-kind experiences that align with your brand
- Memorable brand exposure to Winnipeg's top influencers
- High-value sponsor recognition before, during and after the event through our online networks that boast above average user engagement



Instagram: **23.1K+** followers
Facebook: **10.8K+** likes
Twitter: **6.1K+** followers
Email list: **13.5K+** subscribers

The Lake Shaker Targets:

A 25–35 age demographic that is...

- Passionate about the outdoors
- Passionate about healthy, sustainable living
- Passionate about well-designed, high quality, ethically-produced goods
- Passionate about their community, and engaged in small business, arts and culture, and community organizations

The Lake Shaker represents:

A unique and affordable opportunity in experiential marketing that will enable you to reach new audiences within the 25–35 influencer demographic demonstrating your support for environmental education and the community at large.

Reach out to us today to collaborate on a partnership to meet your company's needs!

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR • \$2,500

An exclusive opportunity to have your brand at the forefront of this high profile event prior, during and after the event. Highlights include 'presented by' exclusivity and two exclusive experiential marketing displays of your choice (e.g. photo booth, interactive competition or activity, product sampling, etc.), and much more.

STAGE SPONSOR • \$1,000

An exclusive opportunity to put your brand's mark on the main stage. Includes one exclusive experiential marketing display of your choice.

ICE BAR SPONSOR • \$500

A unique opportunity to put your brand's mark on our outdoor ice bar.

FIRE SIDE BAR SPONSOR • \$500

A unique opportunity to put your brand's mark on one of our indoor bars.

MENU SPONSOR • \$500

A unique opportunity to put your brand's twist on a 'wild' menu. Experiential marketing opportunity to have your brand/product featured as a signature menu item, in collaboration with the award-winning Diversity Foods Services.

GIFT-IN-KIND SPONSOR OR PRIZE DONOR

A unique opportunity to expose your product or service to your target audience.

SPONSORSHIP LEVELS

	PRESENTING \$2,500	STAGE \$1,000	BAR \$500	MENU \$500	GIFT/PRIZE DONOR
'Presented by' exclusivity	✓				
Experiential marketing opportunities	2	1	1	1	
Opportunity to include promotional items or literature in gift bags	✓				
Logo placement on all promotional materials prior to event	✓	✓			
Complimentary FortWhyte Alive facility rental	Siobhan Richardson Field Station	Lakeside Meeting Room			
Complimentary FortWhyte Alive day passes	50	25			
Naming rights for indoor/outdoor bar			✓		
Logo placement on event signage	✓	✓	✓	✓	
Opportunity to display banner or signage	✓	✓	✓	✓	
Sponsor recognition on social media (FB, Twitter, Instagram)	10+ posts	5+ posts	3+ posts	3+ posts	
Complimentary tickets to The Lake Shaker	10	6	2	2	2
Sponsor recognition and link on event website	✓	✓	✓	✓	✓
Sponsor recognition and link on event recap blog post	✓	✓	✓	✓	✓

* These packages are suggested starting points, we are eager to work with you on creative activations to meet your business goals. Reach out to us!

SPONSORSHIP AGREEMENT FORM

Name: _____ Company Name: _____

Address: _____ City: _____

Province: _____ Postal Code: _____ Phone: _____

Email: _____ Social Handles: _____

PLEASE SELECT ONE:

- Presenting Sponsor \$2,500
- Stage Sponsor \$1,000
- Ice Bar Sponsor \$500
- Fireside Bar Sponsor \$500
- Menu Sponsor \$500
- Gift-in-Kind
- Prize Donor

TO SUBMIT YOUR SPONSORSHIP BY CREDIT CARD, PLEASE COMPLETE THE SECTION BELOW:

Credit Card #: _____

Expiry Date: _____

Name on Card: _____

Signature: _____

PLEASE SEND THIS COMPLETED FORM BACK TO JESSICA JAROSIEWICZ AT FORTWHYTE ALIVE:

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

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 and tables 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.