



## 52nd International Snowmobile Congress

Double Tree by Hilton Hotel & Convention Centre

1975 Broad Street, Regina, SK

June 10 – 13th, 2020

## Sponsorship Opportunities

ISC brings together the top organizations and businesses in the snowmobile industry. Your sponsorship investment represents incredible value because it gives us the ability to showcase your organization, and gives you the opportunity to connect with industry decision makers!

### How we recognize your Sponsorship Investment ...

- \* Provide a multimedia marketing campaign designed to drive traffic to your website through the SSA & ISC websites and social media platforms.
- \* A comprehensive marketing plan that includes tourism videos; print media; trade show booth space; radio and TV where Sponsors are acknowledged!
- \* Breakfast Sponsorship at 2019 ISC to promote Saskatchewan!
- \* Hospitality Room Sponsorship at 2019 ISC to promote Regina!
- \* Media release with sponsor recognition.
- \* Produce a Congress Information Package for distribution to our members, business contacts and clubs!
- \* Registration Program advertising provided to congress attendees.
- \* Sponsorship Banner prominently displayed during congress.
- \* Event specific signage displayed at sponsored events.
- \* Trade show booth space.
- \* Opportunity to provide branded items to all attendees.

## Sponsorship Options ...

### Platinum Sponsor

Platinum Sponsors receive maximum recognition throughout the congress planning and marketing process, and during congress as the event major sponsor! Prominent exposure will be granted in all marketing materials, including those distributed through social media, direct marketing, the ISC and SSA websites, and on-site at the event. The Keynote Speaker opportunity at breakfast provides a unique marketing opportunity for our Platinum Sponsor!

### Gold Sponsors

Gold Sponsors receive exposure in all pre-event and on-site marketing activities and are recognized as a major sponsor. Logos will be prominently displayed on all marketing material, video production, social media promotions, ISC website and SSA website. The Badge ID and Hotel Key Fob sponsorship opportunities provide a unique marketing exposure for our Gold Sponsors!

### Silver Sponsors and Bronze Sponsors

Silver and Bronze Sponsors receive exposure in pre-event and on-site marketing activities. Logos will be prominently displayed on all marketing material, video production, social media promotions, ISC 2020 website and SSA website.

### Snow Sponsors

Snow Sponsors receive exposure on the ISC website and in all on-site marketing activities.



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### Social Sponsorships

Social sponsors receive maximum exposure as the exclusive function sponsor! Choose to host a reception, a meal or a break to showcase your business. You will receive on-site marketing and the ability to provide promotional material to all who attend. Consider one of the following great social sponsorships -

- ❄ Breakfast Sponsors
- ❄ Afternoon Break Sponsor
- ❄ Welcome Reception Sponsor
- ❄ Groomer Reception Sponsor
- ❄ Offsite Event Sponsor
- ❄ Session Sponsor

### Advertising Sponsorships

Advertising sponsors receive recognition on the ISC website and in the printed publication received by all congress delegates. Advertisers are also given opportunity to provide branded items for all delegates.

### Exhibiting Sponsors

Exhibiting sponsors receive increased visibility by interacting with congress delegates during networking and luncheon breaks. Display your marketing materials and invite your prospects to attend the conference!

### Custom Sponsorships Available

Have an idea? Let us know what you have in mind and we will do our best to create a sponsorship opportunity for you!

### Donations

Want to support this important organization without participating in the Congress? We are happy to accept monetary or in-kind donations of any amount or value.



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<b>Event Sponsorship Benefits</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Snow</b>
	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(no limit)</b>
	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Complimentary registrations for sponsor employees	6	2	2		
Complimentary tickets to the Off-Site Event	6	2	2		
Introduction and Speaking Opportunity in program portion of the event	•				
Recognition as the Major Sponsor on all event marketing material, on the ISC 2020 banner, and the ISC Website	•				
Sponsorship recognition in all event marketing, including print, web, e-mail, social media, direct and on-site marketing	•	•			
Sponsorship recognition featured on the ISC 2020 website with link back to corporate website	•	•	•	•	•
Signage recognition at event as the Sponsor on our ISC 2020 banner	•	•	•	•	
Acknowledged with sign displayed during sponsored program if applicable	•	•	•		
Acknowledged with verbal Recognition during the Awards Program	•	•	•	•	•
Acknowledged with verbal recognition during event	•	•	•	•	•
Premium position advertisement in the ISC 2020 publication distributed to all attendees	Full Page	Half Page	Quarter Page	Business Card	Business Card
Company name listed in the ISC 2020 publication distributed to all attendees	•	•	•	•	•
Opportunity to provide branded items to all attendees	•	•	•	•	•
On-site exhibit display opportunity	10'x16'	10'x8'	6' Table	n/a	n/a
On-site display for groomer and drag	n/a	n/a	n/a	n/a	n/a



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Social Sponsorship Benefits	Receptions	Breakfast	Breaks	Sessions	Advertisers
	(3)	(3)	(3)	(12)	(no limit)
	\$1,000	\$1,000	\$500	\$500	\$300
Complimentary registrations for sponsor employees					
Complimentary tickets to the Off-Site Event					
Introduction and Speaking Opportunity in program portion of the event					
Recognition as the Major Sponsor on all event marketing material, on the ISC 2020 banner, and the ISC Website					
Sponsorship recognition in all event marketing, including print, web, e-mail, social media, direct and on-site marketing					
Sponsorship recognition featured on the ISC 2020 website with link back to corporate website	•	•	•	•	•
Signage recognition at event as the Sponsor on our ISC 2020 banner					
Acknowledged with sign displayed during sponsored program if applicable	•	•	•	•	
Acknowledged with verbal Recognition during the Awards Program	•	•	•	•	
Acknowledged with verbal recognition during event	•	•	•	•	
Premium position advertisement in the ISC 2020 publication distributed to all attendees					Quarter Page
Company name listed in the ISC 2020 publication distributed to all attendees	•	•	•	•	•
Opportunity to provide branded items to all attendees	•	•	•	•	•
On-site exhibit display opportunity	n/a	n/a	n/a	n/a	n/a
On-site display for groomer and drag	n/a	n/a	n/a	n/a	n/a



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Exhibiting Sponsorship Benefits	Groomer	Premium	Standard	Basic
	\$1,500	\$1,200	\$800	\$600
Complimentary registrations for sponsor employees	1	1	1	
Complimentary tickets to the Off-Site Event	1	1	1	
Introduction and Speaking Opportunity in program portion of the event				
Recognition as the Major Sponsor on all event marketing material, on the ISC 2020 banner, and the ISC Website				
Sponsorship recognition in all event marketing, including print, web, e-mail, social media, direct and on-site marketing				
Sponsorship recognition featured on the ISC 2020 website with link back to corporate website	•	•	•	•
Signage recognition at event as the Sponsor on our ISC 2020 banner	•			
Acknowledged with sign displayed during sponsored program if applicable	•			
Acknowledged with verbal Recognition during the Awards Program	•			
Acknowledged with verbal recognition during event	•			
Premium position advertisement in the ISC 2020 publication distributed to all attendees	Business Card	Business Card	Business Card	Business Card
Company name listed in the ISC 2020 publication distributed to all attendees	•	•	•	•
Opportunity to provide branded items to all attendees	•	•	•	•
On-site exhibit display opportunity	Table	10'x12'	10'x8'	10'x6'
On-site display for groomer and drag	•	n/a	n/a	n/a