



Abilities  
Centre

# HOLIDAY *market*

SPONSORSHIP  
PACKAGE

# become a **SPONSOR**

Abilities Centre offers sponsorship opportunities that are tailor-made to fit your brand, marketing objectives and budget.

## WHO WE ARE

*Abilities Centre is a charitable organization and community hub committed to enhancing quality of life, health & well-being and social inclusion for people of all ages, abilities and backgrounds.*

### WHAT

Charity Market Place Building inclusion in our community

### WHEN

Saturday, November 30, 2019  
10:00am-3:00pm

### WHERE

Abilities Centre  
55 Gordon Street, Whitby, Ontario, L1N0J2



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# marketing INCENTIVES

- Social media campaign
- Local advertising through local and supporting businesses/organizations.
- Community event advertising
- Participating handmade vendor outreach
- Partner support and marketing
- VIP swagbag packages



## MANY WAYS TO GET

- Become an event sponsor
- Marketing & media partner
- Advertising opportunities on website
- Swag donations
- In-kind product donations
- Vendor opportunities

# benefits of SPONSORSHIP

- Take advantage of the extensive media and communications campaign we've put together.
- Receive the option of sponsoring certain components of the event to increase your individual brand.
- Booth space is also available for marketing purposes and on-site activations.
- Event passes for distribution to key customers, clients and employees – enhancing relationships and building loyalty.



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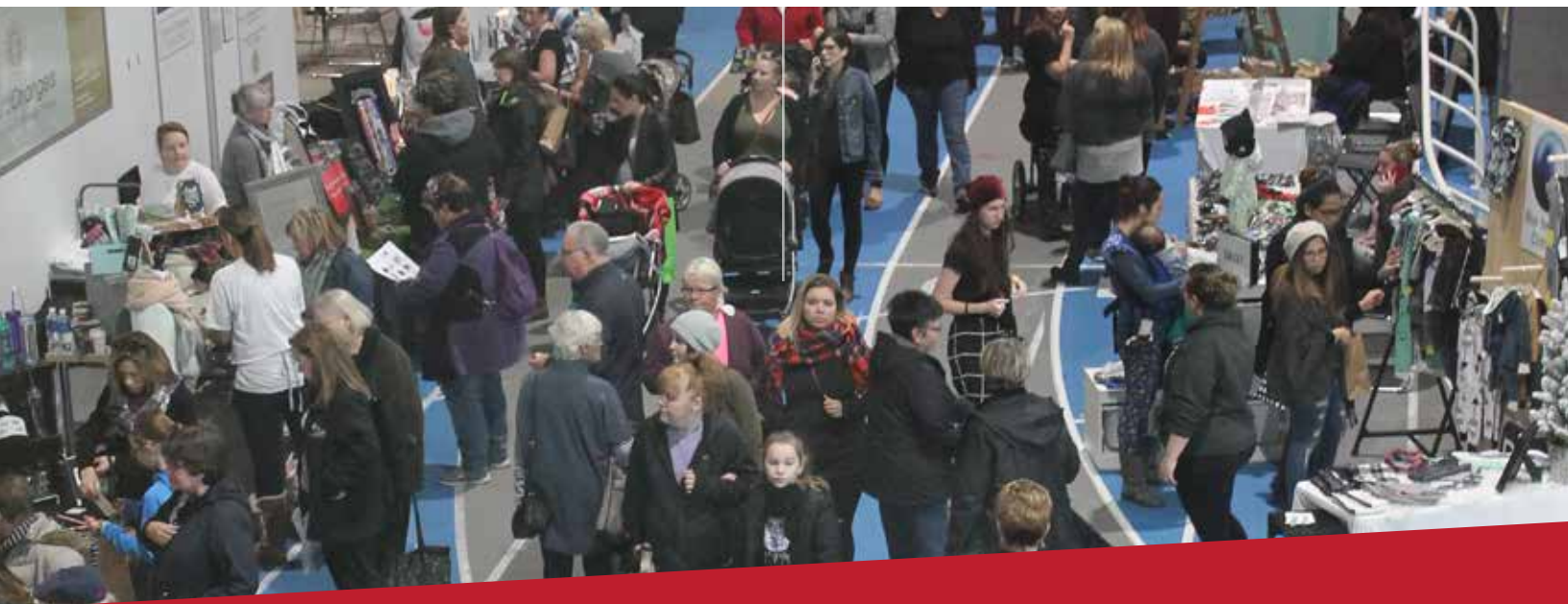


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# our AUDIENCE

Our audience is comprised of the following demographics:

- Craft Enthusiasts
- Large & strong network of people interested in supporting local
  - Existing audience of 2500+
- Existing Abilities Centre membership base of 4500+



## OUR GOALS

- Elevate our community by building inclusive communities.
- Enhance your image and shape consumer attitudes.
- Heighten your visibility through public support of local handmade businesses, a local world-class charitable organization.
- Take advantage of exposure to a wide demographic.



# sponsorship OPPORTUNITIES

## PLATINUM SPONSORSHIP: \$1,500

- 10 x 10 Booth, Prime location
- Full size feature ad on AC website
- Logo and link on AC website
- Full size feature ad in our monthly newsletter starting in November 2018
- Full size ad on our internal Digital Media Wall
- Weekly Social Media mentions starting October 2018
- Full size feature ad on our Digital Media Wall during the event
- Feature logo spot on our printed material

## GOLD SPONSORSHIP: \$1,000

- 8 x 10 Booth
- Homepage presence on AC website
- Logo and link on AC website
- Full size feature ad in our monthly newsletter starting in November 2018
- Half size ad on our internal Digital Media Wall
- Weekly social media mentions starting October 2018
- Half size ad on our Digital Media Wall during the event
- Large logo spot on our printed material



## SILVER SPONSORSHIP: \$600

- 8 x 10 Booth
- Logo on AC website
- Logo in our monthly newsletter starting in November 2018
- Logo on our internal Digital Media Wall
- Weekly social media mentions starting October 2018
- Your name/organization on our Digital Media Wall during the event
- Medium logo spot on our printed material

## BRONZE SPONSORSHIP: \$300

- Name in our monthly newsletter starting in November 2018
- Weekly social media mentions starting October 2018
- Your name on our Digital Media Wall during the event
- Name on our printed material



## in-kind OPPORTUNITIES

IN KIND OPPORTUNITIES (any costs associated must be assumed by sponsor)

### PRODUCT DONATIONS

Sample products for giveaways  
Quantity: 200-400

### ENTERTAINMENT GIFTING

Quantity: 50

### OTHER

Door prizes  
Contest incentives  
Social media giveaways

### BENEFITS

Use of logo as a partner  
(based on in-kind value)

Logo on event website with  
link to sponsor website  
(based on in-kind value)

Logo on event signage  
(based on in-kind value)

Branding activation (logo) on in-kind  
sponsorship  
(based on in-kind value)

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# upcoming & previous EVENTS



The Abilities Centre Holiday Market is dedicated to helping people of all ages, abilities and backgrounds in the Durham Region and GTA achieve their goals and participate in community life.

ONE DAY, LIMITLESS IMPACT

**Transforming Durham Region and Ontario**  
**Serving more than 100,000 people annually**

#### HEALTH & WELL-BEING

Supporting the physical, mental, and social well-being necessary to achieve goals.

#### SOCIAL & ECONOMIC INCLUSION

Equality of opportunity to participate in community life.

#### QUALITY OF LIFE

Ensuring everyone has the opportunity to work, volunteer and grow.

## upcoming EVENTS

- October 25th & 26th  
**We Grow Food, Fall Family Event**  
Location: Abilities Centre
- November 30th  
**Holiday Market**  
Location: Abilities Centre

## previous EVENTS

- **Holiday Market (2019)** - 4000 attendees
- **Holiday Market (2017)** - 3800 attendees
- **Holiday Market (2016)** - 2000 attendees
- **The Handmade Market** - 3900 attendees
- **All Things Handmade** - 2500 attendees



To Become a Sponsor Contact:  
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