



SPONSORSHIP PACKAGE



THE EVENT

You'll be barking mad if you miss the 2023 Cochrane Pet Expo!

Have a fun day with all things animals on May 27, 2023, at the Cochrane & District Agricultural Society Park, brought to you by Quirk Social Ltd.

Fun-goers to this year's event can expect to wolf down some tasty treats from food trucks, roar in laughter at the exciting roving entertainment, take in learning opportunities, delight in in person demos and shake their tail feathers in joy at the family-friendly activities.

There will also be exciting vendors showcasing the latest pet products, such as food, clothing and unique accessories to make your non-human bestie stand out from the pack!

Mark your calendars and bring the whole family!

Bring puppy along too - just make sure they are on a leash!

THE LOCATION

The Cochrane Pet Expo will take place at the Cochrane & District Agricultural Society Park, located at the intersection of Hwy 22 & Hwy 1A in Cochrane, AB.

There are numerous events held on the grounds throughout the year, including the highly successful Cochrane Fair.

The facility features a large Indoor heated arena, riding surfaces, barns and staging areas, and ample parking.

SAVE THE DATE!

When: May 27, 2023

Time: 10am-4pm

Where: Cochrane & District Agricultural Society Park

Address: 43080 Bow Valley Trail, Cochrane, AB



THE AUDIENCE

TARGET MARKET

There's something for everyone to enjoy and experience at Pet Expo, though our main target audience is:

- Pets and their owners
- Families with children
- Local and regional tourists
- People who support local and are looking to try new experiences and want to spend time with friends and family.





HOW BIG IS THE MARKET?

Cochrane

has a population of 35,000 and 6,521 pet licenses

Calgary + region

has over 1 million and 91,568 licensed dogs

Cochrane Pet Expo

has a goal of 1-3 k to be a success

MARKETING + SALES STRATEGY

MEDIA ADVERTISING

News & radio advertising in the weeks leading up to the event

EMAIL MARKETING

Included in Quirk Social's monthly newsletter - reaching approximately 300 homes

PHYSICAL MARKETING

Sponsor-branded signage will be placed at the entrance the day of the event

ONLINE MARKETING

Advertised through social media to targeted groups and demographics on social media

The event will also be listed on numerous event calendars in the Cochrane/Calgary regions.



SPONSORSHIPS

ALL SPONSORS RECEIVE...

- Business logo & link included on our website
- Business logo included on event posters
- Verbal mentions during the Expo
- Included in social media & newspaper “Thank You” Ad (post-event)
- Opportunity to include marketing material in 100 swag bags
- Business logo included on staff/volunteer expo t-shirts

**All 2023 sponsors will receive first right of refusal for their sponsorship level in 2024

TITLE SPONSOR

\$7,500

- Cochrane Pet Expo "presented by X" naming rights
- Business logo on ALL digital and printed expo signage
- Business tagged in all main social media posts
- Special website feature
- Recognition in all advertising associated with the Expo, including
- Opportunity to make a short speech or presentation on stage during the Expo
- One 10x10 booth space onsite at the Expo



STAGE SPONSOR

\$5,000

- Stage naming rights (ie. "the X stage")
- Logo on the stage banner and stage schedule signage throughout event
- Tagged on all social media posts relating to stage schedule/speaker information
- Opportunity to speak on stage during the Expo
- One 10x10 booth space onsite at the Expo



ACTIVITY SPONSOR

\$2,500

- Includes everything listed under: All Sponsors
- Signage with business logo at one activity (ie. pet photo booth brought to you by X"
- One 10x10 booth space onsite at the Expo
- Tagged in all social media posts related to activities happening at the Expo

*Note: Activities may vary and we'll do our best to work with you on which one(s) you'd like to be recognized at - cost dependant.

PET PALS

\$1,000

- Includes everything listed under: All Sponsors



WE CAN'T DO IT WITHOUT YOU

The Cochrane Pet Expo is a community-based expo - we rely on funders, sponsors and supporters, as well as an array of volunteers, to deliver innovative and entertaining expo events.

Our sponsors are our backbone – without the donations, in-kind support and individual contributions of time and resources, we couldn't do what we do. Every gesture counts, and we really value every gesture of support.

As a sponsor, you are part of one of the coolest events in Cochrane, and you and your business are recognized as a key partner - at the site, on our website and in all the promotion we do. Your name and logo get loads of recognition from the Cochrane and area residents, families, and all the other cool cats who come to the expo site to celebrate all things pets!

THE TEAM



KAILEY MITCHELL

LEAD EVENT COORDINATOR



TIANA CARSON

SOCIAL MEDIA + EVENTS ASSISTANT



JULIE HASKILL

WEB + GRAPHICS



If you would like to join our family of supporters and take an active part in supporting the expo, please get in touch, we'd love to hear from you.

For more information please get in touch with Kailey at hello@quirksocial.ca.

