



Canada US Walleye Sponsorship Opportunities

EVEN MORE ADVERTISING FOR YOU - INTRODUCING LIVESTREAMING! -

What is Livestreaming:

The basics - live streaming is capturing the Walleye event in real time to be shared with thousands of viewers (both live & from the recording).

How is the Chamber going to promote the livestream?

By sending targeted emails to the anglers, our members and community members who subscribe to our newsletters. Through eye catching posts via our social media channels, on the City of Kawartha Lakes website and CKL tourism website calendars and more!

SPONSOR PACKAGES:

GOLD [\$1500+] - SPONSORSHIP PACKAGE INCLUDES:

LIVESTREAM ADVERTISING:

Your logo (or ad slide that the chamber has created) will appear numerous times on viewer's screens in 20-30 minute intervals during the live/recorded stream video which places your business in front of many viewers which in turn drives traffic to your website/business. This benefit offers extreme value as it provides long-term engagement and can generate ROI for as long as it lives online ... days, months, and years after the tournament is over!

Through live stream marketing you will receive additional exposure to a broader audience than just the physical attendees of the Walleye Tournament. We are Recording the live footage for later distribution at **fishing shows**, to play on **Chamber TV** (in the MTO office) to post on all social media outlets and more! The Live-streaming will also be watched by anglers who are not able to be at the tournament in person but who will see our wonderful lakes and later want to come to **Bobcaygeon to shop and fish**.

You will also have your Logo featured in Kawartha Lake's This Week. Thousands of readers will see your logo in our special Walleye Event Ad thanking Sponsors and your logo will on the event banner for anglers and tourists to see, plus a feature post on all our social media channels including the Walleye facebook Group and your logo on any livestream marketing material!



SILVER [\$750+] - SPONSORSHIP PACKAGE INCLUDES:

One Livestream appearance of your logo (or ad slide that the chamber has created) which will appear on viewer's screens during the live/recorded stream video which places your business in front of many viewers which in turn drives traffic to your website/business. This benefit offers extreme value to you, the sponsor, as it provides long-term engagement and can generate ROI for as long as it lives online ... days, months, and years after the tournament is over!

Your Logo on the event banner for hundreds of anglers and tourists to see.

A feature post with your logo, link to your website and other other images and information you wish our team to create for you on all our social media channels.

Your logo on the Walleye facebook Group Page and webpage.

BRONZE [\$350+] - SPONSORSHIP PACKAGE INCLUDES:

A feature post with your logo, link to your website and other other images and information you wish our team to create for you on all our social media channels.

Your logo on the Walleye facebook Group Page and webpage.

EVENT SPONSOR A [\$150+] - SPONSORSHIP OPPORTUNITY INCLUDES:

Your Logo on the event banner for hundreds of anglers and tourists to see.

EVENT SPONSOR B [\$150+] - SPONSORSHIP OPPORTUNITY INCLUDES:

Your Logo will be featured in Kawartha Lake's This Week. Thousands of readers will see your logo in our special Walleye Event Ad thanking Sponsors.

Event Sponsor A &/or B options can *also* be added to any Sponsorship package when donation amount exceeds the minimum package amount by \$150-\$300

Thank you for Your Continued Support!

