

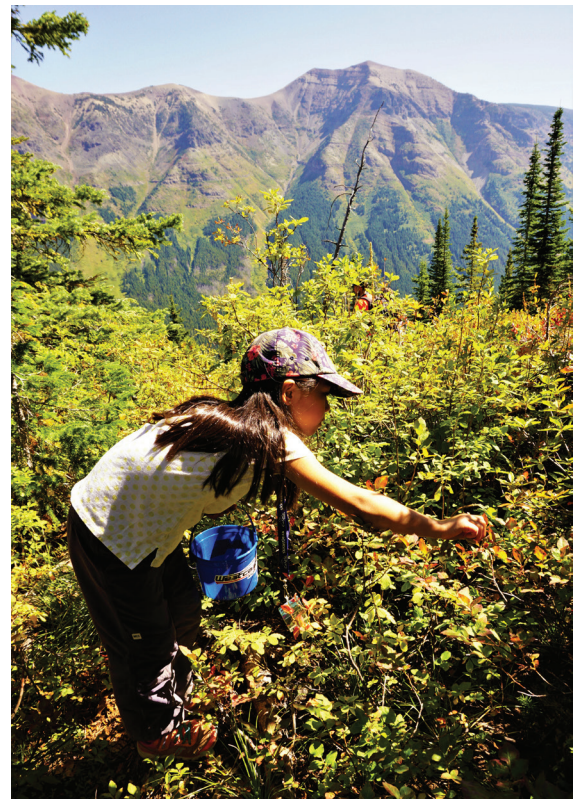


27TH ANNUAL HUCKLEBERRY FESTIVAL SPONSORSHIP PACKAGE

Castle Mountain Resort's Huckleberry Festival – our 27th annual event – returns this August, happening primarily on August 26. This annual gathering of family and friends represents one of the only days, outside of winter, that one of Castle's chairlifts are in operation, and draws more than 1500 visitors each and every year.

While the highlight of the event is often considered to be scenic chairlift rides, Huckleberry Festival also features extensive activities within the base area, including our mountain vendor market, several kids' games, face painting, tons of live music (indoors and out), great food, and, of course, huckleberry picking! Access to our base area festival grounds has always been free, this year poised to be no exception.

To help maintain free access to our base area festival grounds, we're seeking partners for this year's festival at the following levels:





SPONSORSHIP LEVELS

GOLD
\$1000

SILVER
\$500

BRONZE
\$250

| | | | |
|--|-------------------|--------------------|---------------------|
| Base Area Entertainment Zone Naming Rights | X | | |
| Dedicated Digital Screen Ad Space | X | | |
| Custom Pre-Event Social Media Post | X | | |
| Dedicated Sponsor Shoutout | X | | |
| General Sponsorship Recognition Social Media Post | X | X | |
| Inclusion in General Sponsor Shoutouts | X | X | |
| Recognition on Event Program | X (Large Logo) | X (Medium Logo) | X (Printed Name) |
| Recognition on Sponsorship Slide on Digital Screen Network | X (Large Logo) | X (Medium Logo) | X (Printed Name) |
| Recognition on Event Poster | X (Large Logo) | X (Medium Logo) | X (Printed Name) |
| Recognition on Festival Welcome Banner | X (Large Logo) | X (Medium Logo) | X (Printed Name) |
| Complimentary Adult Scenic Chair Lift Tickets | 8 | 4 | 0 |



Gold – \$1000 (max. 2)

- Naming rights for one of two free base area entertainment zones
 - Choose from either:
 - Live Music Area
 - Kids Zone / Mountain Market
 - Includes recognition with a sandwich board at primary point of entry to the selected zone
- Dedicated ad space on CMR's indoor digital screen network, for the duration of the event.
- Custom pre-event social media post recognizing your sponsorship commitment (1 each on Facebook & Instagram)
- Dedicated sponsor shoutout (1 x) to occur during an outdoor live music intermission
- Inclusion in general sponsorship recognition social media post (1 each on Facebook & Instagram)
- Inclusion in general sponsor shoutouts (minimum 2 x) to occur during an outdoor live music intermission
- Large logo on printed event program
- Large logo included on sponsorship recognition slide, on CMR's digital screen network
- Large logo on event poster (printed and digital)
- Large logo included on festival area welcome banner
- 8 complimentary adult scenic chair ride tickets

Silver - \$500 (max. 4)

- Inclusion in general sponsorship recognition social media post (1 each on Facebook & Instagram)
- Inclusion in event sponsor shoutouts (minimum 2 x) during outdoor live music intermissions
- Medium logo on printed event program
- Medium logo included on sponsorship recognition slide, on CMR's digital screen network
- Medium logo included on poster (printed and digital)
- Medium logo included on festival area welcome banner
- 4 complimentary adult scenic chair ride tickets

Bronze - \$250 (max. 8)

- Company name on printed event program
- Company name included on sponsorship recognition slide, on CMR's digital screen network
- Company name included on event poster (printed and digital)
- Company name included on festival area welcome banner

We appreciate you taking the time to consider supporting this event. Should you have any questions, concerns, or additional ideas please do not hesitate to reach out to Corey Galarneau at sales@skicastle.ca or 403.627.5101 x 241.

