



Glam
PALOOZA

#LADIESTAKEHORNBY

2016

Sponsorship
Opportunities

ABOUT Glamapalooza

- ❖ Fourth Annual Event in 2016
- ❖ Event created BY Women, FOR Women
- ❖ Conceptualized to help support/boost the local business economy in a traditionally quiet month (November)
- ❖ Grown from an evening shopping event to a full day and night that attracts over 1,000 women who participate in a number of daytime activities and events, dinner in local restaurants, evening entertainment and of course - shopping!
- ❖ Estimated economic impact of \$250k+++
- ❖ Record breaking sales day for many local participating businesses

Glama
PALOOZA

Why Sponsor Glamapalooza

- ✦ **Exposure!** Simply put, the Glamapalooza event offers you great exposure for your brand. Our integrated print, digital and social media campaign, combined with an optimized website and sampling opportunity create numerous opportunities for us to promote your brand and its affiliation with this event.
- ✦ **Target audience:** Women 25-65 participate in this event. They are made up of women with weekend homes in the area (and their friends), local women from Owen Sound-Wasaga, plus a growing component of tourists who come just for this event every year.
- ✦ **Shop Local:** This is an opportunity to support local businesses, and benefit from the event marketing even if you don't have a bricks and mortar retail business in town

NOTABLE NUMBERS

- ✦ 1000+ Participants (and growing!)
- ✦ Average per person spend of \$250 (estimated economic infusion of \$250,000 on one day)
- ✦ 3k + visitors to website, monthly during October/ November
- ✦ 698 views to sweepstakes Contest, Database growth of 190 = 29 % Conversation rate
- ✦ Average Facebook reach in November & October of 2.5k daily. Reached high of 5k +/-day!
- ✦ Raised \$1,500 for Mammogram Program at Collingwood General & Marine Hospital
- ✦ MORE NUMBERS AVAILABLE, get in touch with samantha@sparrowblue.com

SPONSORSHIP

Rose - \$500

- ✦ This Sponsorship offers digital, social and print marketing opportunities for your brand.
 - ✦ ¼ page advertisement in The Glamapalooza Guide (2,000 print copies + digital download version)
 - ✦ Logo on Glamapalooza website with link to your website/online presence
 - ✦ Content on the Glamapalooza social media channels (Facebook, Instagram, Twitter, paid & organic)
 - ✦ Spot in Glamapalooza swag bags for a value added promotional piece or giveaway. Bags are given to participants of paid events (approx. 250)

SPONSORSHIP

Hot Pink- \$1,000

- ❖ This level of sponsorship offers great exposure opportunities for your business through multiple marketing channels including print, digital and on-site event marketing opportunities.
 - ½ page advertisement in The Glamapalooza Guide
 - Logo & Profile linking to your business on the Glamapalooza website with brief description
 - Content on the Glamapalooza social media channels (Facebook, Twitter & Instagram monthly paid & organic)
 - Business logo on posters (throughout Thornbury and area), teasers and other print advertising materials (exclusive & limited)
 - Spot in Glamapalooza swag bags for a value added promotional piece or giveaway. Bags are given to participants of paid events (approx. 250)
 - Placement / Integration into Scavenger Hunt Activities

The logo for 'Glama PALOOZA' is centered within a light grey circular background. The word 'Glama' is written in a large, elegant, pink cursive font. Below it, the word 'PALOOZA' is written in a pink, all-caps, sans-serif font. The two 'O's in 'PALOOZA' are replaced with pink lipstick smudges.

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#LADIESTAKETHORNBURY

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Contact Us to Learn
More about how your
brand will benefit from

our

Sponsorship
Opportunities!