



Presents



Saturday April 27, 2019 at the Holland Landing Community Centre, 10am-4pm

### **Sponsorship Proposal**

Hello, my name is Sharon Bates, owner of Tangles Salon and Spa and organizer/ host of the East Gwillimbury Women's Show. Since the salon's beginning community and giving back has always been part of our philosophy. I believe that everyone can do something to give back and the East Gwillimbury Women's show has been an ideal way for me to contribute to the community in many ways. This show provides a win/win situation for everyone. The women attending enjoy an afternoon of samples and connecting with local businesses and the vendors get a face to face interaction with hundreds of guests. As well, the sponsors and vendors get added exposure with our website, social media, advertisements, and the 300 gift bags that are handed out. Every show has been filled with vendors and has had hundreds of guests attend along with a huge silent auction. In this way, we have always been able to keep the vendor cost low and guest entrance fees at only \$5.00.

With the past 6 shows the show has been able to donate

**\$75,518.00**

to Southlake Hospital Regional Cancer Centre, this money has been used to purchase equipment for a radiation suite including a vital sign monitor. This year our goal is to raise enough money to purchase a Radiation Dosimeter: Protect people from radiation and limit access to dangerous areas. - \$11,200 and a Prone Breast Radiation System created with a focus on ensuring patient comfort, re-positional accuracy and simplicity in use, the Prone Breast System reduces - \$7,100. I want to see a cure for cancer in my lifetime, I have seen the care that patients receive and know the value of not having to travel to downtown hospitals for treatments, giving cancer patients more precious time with their family and friends.

We will be printing 2000 directories for greater vendor/sponsor exposure with added information for our guests. More vendor space is available in the lower level of the show for non-profit, community groups, and home based businesses who would like to have a chance to participate. The Sponsorship structure involves seeking out larger businesses to participate in our Gold, Silver, Bronze, and media sponsorship opportunities. At the 2017 show we had approximately 500 guests attend and with the new massive growth in our area and influential guests attending the show this year, this number should grow and we expect 700+ guests this April.

We are looking for businesses like yours that understand the importance of giving back and staying active in the community. With each vendor or sponsorship spot there will be a charitable donation letter given from Southlake for the full amount of any donation received.

## **How is the show advertised?**

The show has continued to see growth year after year. The biggest attractions are the 300 gift bags that are given out to the first 300 guests to attend. In past years there is a large line up waiting for a gift bag and all the bags are handed out within the first 2 hour. At the 2017 show we saw 500 women attend.

Guests who attend the show and visit the vendors have the opportunity to win a \$1000 makeover and photo shoot, other large prizes, plus a 50/50 draw.

70 posters are printed and placed in vendor store fronts and other local locations.

2000 directories with the vendor list are printed and distributed.

Print advertising in, Bulletin magazine, Era Banner, snap newspaper, and other local print event listings.

Our website [www.EgWomensshow.com](http://www.EgWomensshow.com) includes directory with vendor list, registration for events, ticket sales, sponsor's logos, show details, contest and more.

Social media via Facebook, Twitter, Instagram.

An E-newsletter is sent to past guests, vendors, volunteers, sponsors and posted on social media.

Networking with the Local Chambers of Commerce in East Gwillimbury, Newmarket and Georgina, the Georgina networking group, York Region Women in business.

## ***How can you get involved?***

### ***Gold Sponsorship:***

This level of sponsorship is for a vendor or other business who would like full access to an 830 sq foot room to demonstrate, speak, teach, or do sampling. The room will be available for 1.5 hours during the show and will be advertised according to its use. The business logo and other contact information will be published and advertised where applicable, along with the time and details of what the business is presenting. You can include your business information or item into the 300 gift bags.

The minimum donation fee for this level is \$500.00. A charitable donation letter from Southlake will also be given for the full amount of this donation.

### **Silver Sponsorship:**

This level of sponsorship involves the donation of monetary an item or service with a value of \$300 or more. Donated items from your company will be advertised and used for prizes throughout the show.

The donations must be items that would specifically appeal to women, i.e., jewellery, electronics, items for the home and gift cards. Silver sponsorship businesses will be noted and advertised where applicable. Your business information or item can be added into the 300 gift bags. The donation must have a minimum value of \$300.00 to be included as a Silver Sponsor. (this can be broken up into smaller amounts totaling \$300, i.e. 3 \$100 gift cards) A charitable donation letter from Southlake will also be given for the full amount of this donation.

### **Bronze Sponsorship:**

The Bronze level of sponsorship is for a vendor or business wanting to create further donations to the East Gwillimbury Women's Show benefitting Southlake Hospital Cancer Centre in one or more of the following ways:

- \* % of total sales at the show (i.e. 15% of all sales will be donated to the East Gwillimbury Women's Show).
- \* \$ amount after a product or service is sold at the show (i.e. \$5.00 from every purchase of ... will be donated to The East Gwillimbury Women's Show)
- \* Contest related to your businesses with a donation (i.e. \$2.00 to guess how many cookies are in the jar. The closest guess wins and receives 50% of the money while the other half is donated to the East Gwillimbury Women's Show).

The show will promote your business and encourage guests to visit your booth in order to assist fundraising efforts. Your business name and booth location will be printed on the 1000 tickets printed. Your business name, logo and web site will be noted and advertised where applicable in our marketing. Your business information or a promotional item can be added into the 300 gift bags. Please keep in mind that all donations must be delivered to the show organizers no later than 2 weeks after the show. A charitable donation letter from Southlake will also be given for the full amount of the rental space and any additional donation.

**Media Sponsor:**

A Media Sponsor is any radio station, print magazine, newspaper, online group or community organization that would be able to promote our event. The Women's Show will provide two tickets to the show to be used as contest prizes. Your logo and information will be added to our website and other advertising media, listed as a media sponsor. You can also add an item to the 300 gift bags.

**Social Media Sponsor:**

This year the East Gwillimbury Women's Show would like to find 1 social media sponsor to promote the show within our platforms. Your logo will be listed as a social media sponsor, and included on our advertising. You can also add your information into the 300 gift bags and the vendor registration kits.

**Gift Bags:**

Any business wanting to participate in the gift bags can drop off your 300 items to Tangles Hair Salon & Spa, 45 Gristmill plaza (905 953 8980) no later than April 1, 2019. There is a \$25.00 donation fee for any advertising item for businesses that are not participating in the show in any other way. Your business name will be noted in our social media. The gift bags are a huge enticement as guests very much look forward to taking one home. This is an ideal way to get your business information into the homes of 300 local women.

**Silent Auction:**

The auction has been a large contributor to the funds raised for Southlake as well as a great way for businesses to show off their products, as all guests must walk past the auction table to enter the show and this year we are making the auction available online as well.

If your business would like to donate to the auction a charitable letter will be given for the full value of the item or service. We will also mention your business name and item in our social media. Please fill out the attached donation form. Items need to be collected no later than March 15, 2019 and logo provided to be included on the thank you banner.

## Sponsor / Donation Form: The East Gwillimbury Women's Show 2019

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

What sponsorship level are you interested in? \_\_\_\_\_

If donating an item(s) please describe and include the value:

\_\_\_\_\_

\_\_\_\_\_

Does item(s) require pick-up (include location) or will it be dropped off at Tangles Hair Salon & Spa?

\_\_\_\_\_

Media sponsors - if the show provides you with 2 tickets to the show will you be running a contest in order to win them? What forms of advertising can you provide? Please include details.

\_\_\_\_\_

If you have any questions regarding the show or are interested in any of our sponsorship opportunities please contact Sharon, Kristen or Melanie of Tangles Hair Salon & Spa at 905 953 8980 or email [egwomensshow@gmail.com](mailto:egwomensshow@gmail.com).

Thank you for your interest in The East Gwillimbury Women's Show. We look forward to working with you in support of Southlake Hospital's Cancer Center with the hope of curing cancer in our lifetime.