



CALGARY

BOAT & OUTDOORS SHOW

FEBRUARY 19-21, 2027

www.CalgaryBoatandOutdoorShow.ca

2027 SPONSORSHIP OPPORTUNITIES

Put your brand at the center of the outdoor lifestyle.

Feature your business in our show guide and connect with an engaged audience passionate about hunting, fishing, boating, and powersports. Showcase your products, drive traffic, and position yourself as a go-to expert—all in one place. We're here to help you stand out from the competition, boost brand awareness, and build meaningful connections through unique sponsorship opportunities.

Our sponsors enjoy valuable benefits that elevate their brands and strengthen meaningful, lasting recognition. In addition, sponsors receive extended exposure through website listings, eblasts, social media promotions, and ticketing benefits, helping maximize visibility before, during, and after the event.

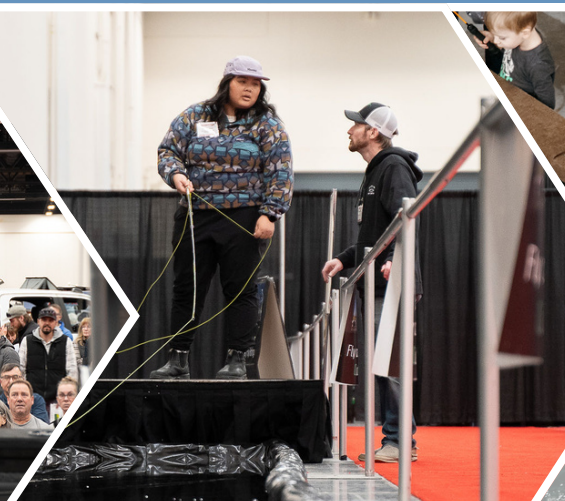
FEATURE SPONSORSHIPS

Own the spotlight at one of the show's signature attractions! Feature Sponsorships put your brand at the heart of the action—whether it's the Casting Pond with live fly fishing demos and hands-on learning, the Fishing Pond where families create lasting memories, or the Stage where expert speakers and entertainment draw engaged crowds. These high-traffic, high-impact features deliver premium visibility and powerful brand association with the experiences attendees love most.

STAGE



CASTING POND



TROUT POND



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**MARKETPLACE
EVENTS**

ENGAGE WITH OUR AUDIENCE

ENTRANCE SPONSOR

Stand out where it matters most! Maximize visibility as attendees enter the show —distribute materials, offer samples, run contests, and connect with thousands at the prime point of engagement. **\$3000 + cost of signage**

HAT DAY SPONSOR

Kick off the show in style! 500 branded hats handed directly to attendees as they arrive, turning them into walking ambassadors for your brand all day long. **\$1,000 + hats**

ENTRANCE SAMPLING SPONSOR

Want your product to get in the hands of everyone? Entrance Sampling rights are available. Limited number of sampling locations available. **Starting at \$1,500**

KIDS SCAVENGER HUNT SPONSOR

Be the hero of family fun! Sponsor our Kids Scavenger Hunt and watch young explorers lead their families booth-to-booth across the show floor in search of clues and prizes. Your brand becomes synonymous with adventure and excitement—creating memorable moments that parents and kids will talk about long after the show ends. **\$1,000 + kids prizes**



ENGAGE WITH OUR EXHIBITORS

LANYARD SPONSOR

Be seen everywhere! Lanyards worn by exhibitors and staff keep your brand front and center during every handshake, meeting, and connection. **\$1,500 + Cost of Lanyards**

EXHIBITOR LOUNGE / GIFT PACK

Connect directly with exhibitors and decision-makers through branded gifts, perks, or exclusive lounge sponsorship. **\$1,000 plus cost of food or giveaways**

EXHIBITOR MORNING BREW

Fuel the day (and your brand recognition)! Provide coffee and snacks for exhibitors as they network and prepare for a successful day of sales—your brand takes centre stage as they start the morning. **\$1,000 per day + Cost of Coffee/Snacks**

INCREASE YOUR BRAND AWARENESS

SHOW GUIDE ADS

Put your message in every attendee's hands with ad space in the official show guide,

Full Page - \$1,000

Half Page - \$750

Quarter Page - \$500

Guide Sponsor - Contact for pricing.

WEBSITE ADS

Promote your company with a rotating website ad linked directly to your site, reaching ticket buyers and exhibitors throughout the show season.

\$750 per ad

CHAIR SPONSOR

Keep your brand front and center with logo placement on every stage chair, visible throughout presentations and seminars.

\$25 per chair + decal printing cost

FLOOR DECAL

Lead attendees right to your booth with branded floor decals that boost visibility across the show floor. **Starting at \$200**



TICKET SPONSORSHIPS

ONLINE SPONSOR

Maximum exposure with minimal effort! Sponsor our ticketing and be exposed to every single online ticket buyer. Your logo will be included on our website, printed ticket, & in all advertising where the discount is mentioned. **\$3,000**

PRINTED SPONSOR

Put your name in the hands of ticket buyers! Thousands of printed tickets are distributed in advance of our show make sure your brand is there. **Ad on Back of Ticket - \$1,000**
Logo on Front of Ticket - \$1,500

WE CAN'T WAIT TO WORK WITH YOU!

[Click To Contact Our Show Team](#)