



MISC. SPONSORSHIP OPTIONS

Northwest Sportshow (March 5-8, 2026)

Additional details available for any specific sponsorship.

PRESENTING SPONSOR - SOLD

Receive maximum exposure for your company with this sponsorship. Your company logo included within show logo in all signage, paid advertising, tickets, website, emails, social media. (i.e. THE NORTHWEST SPORTSHOW PRESENTED BY YOUR COMPANY).

- Advertising & Promotion
 - Logo Included in ALL TV, Radio, Print, Online advertising (as part of show logo)
 - Media Value: \$200,000+
 - Logo on cover of show guide
 - Logo included in all tickets
 - Web banner on event website.
 - Two hundred (200) complimentary tickets for event
- Onsite Exposure
 - Sign(s) at entrances recognizing presenting sponsorship
 - Logo included in all signage recognizing sponsors
 - Included in all PA Announcements; "Welcome to the Northwest Sportshow presented by YOUR COMPANY."
 - Opportunity to display 5 banners around show
 - Specific locations to be agreed upon with show management
 - Sponsor to receive 2 parking passes
- Additional benefits included below.
- Only 1 available
- More details/benefits to be discussed.

Cost:

- \$30,000

ONLINE TICKET SPONSOR

Naming rights for the Online Ticket Sponsorship (i.e. BUY TICKETS ONLINE AND SAVE \$2 COURTESY OF SPONSOR).

- Advertising & Promotion
 - Naming and/or logo to be included in paid TV, radio, print and PR campaigns where the online ticket discount is mentioned.
 - Media Value: \$200,000+

- Receive up to two (2) survey or lead gen questions on the online ticket purchase page plus mandatory single opt-in question. Visitors to the page will be asked mandatory questions before purchasing tickets. Sponsor to receive survey results and database of opt ins.
- Logo inclusion on all online advance tickets
- Logo inclusion in all pre and post show email blasts to consumers
- Logo inclusion on event website sponsor page including 75-word write up and link to sponsor website.
- Web banner on event website.
- Fifty (50) complimentary tickets for event
- Additional benefits included below.
- Only 1 available

Cost:

- \$10,000

FISHING DEMONSTRATIONS TANK SPONSOR

The Fishing Demonstrations Tank was the most popular feature at the 2025 Northwest Sportshow (based on attendee post show survey). The Fishing Demonstration Tank features expert anglers throughout the show sharing techniques and advice. As a sponsor of this feature, sponsor would be mentioned each time the feature is mentioned and receive significant on-site exposure.

- “The Fishing Demonstrations Tank presented by YOUR COMPANY”
- Advertising
 - Name included wherever Fishing Demonstrations Tank is advertised
 - Logo inclusion on Fishing Demonstrations Tank page on website
- Onsite Exposure:
 - Logo inclusion in signage promoting Fishing Demonstrations Tank (minimum of 3)
 - Sponsor sign and/or banner near or above Fishing Demonstrations Tank.
 - Sponsor logo to be included on all signage where sponsors are recognized at show.
 - Opportunity to provide experts for feature.
 - Opportunity to distribute literature at Fishing Demonstrations Tank
 - PA Announcements (minimum of 4/day)
- Website:
 - Logo recognition and 50-word editorial in sponsor section of website
 - Logo inclusion on Fishing Demonstrations Tank schedule
- Additional benefits included below.
- Only 1 available

Cost:

- \$5,000

TROUT POND SPONSOR

The Trout Pond is a fun and popular feature at the main entrance of the show. The feature offers children the opportunity to try their luck at fishing and was a vibrant area of the show in 2025. As a sponsor of this feature, sponsor would be mentioned each time the feature is mentioned and receive significant on-site exposure.

- “The Trout Pond presented by YOUR COMPANY”
- Advertising
 - Name included wherever Trout Pond is advertised
- Onsite Exposure:
 - Logo inclusion in signage promoting Trout Pond (minimum of 2)
 - Sponsor sign and/or banner near Trout Pond.
 - Sponsor logo to be included on all signage where sponsors are recognized at show.
 - Opportunity to distribute literature near Trout Pond
- Website:
 - Logo recognition and 50-word editorial in sponsor section of website
- Additional benefits included below.
- Only 1 available

Cost:

- \$4,000

SEMINAR STAGE SPONSOR

The Seminar Stage is one of the key features of the show with presentations from various experts scheduled throughout the event. As a sponsor of the stage, sponsor would be mentioned each time stage is mentioned and receive significant on-site exposure.

- Advertising
 - Logo inclusion on stage schedule page included in Show Guide which is distributed at entrance of show.
- Onsite Exposure:
 - Logo inclusion in signage promoting seminar stage (minimum of 3)
 - Sponsor sign and/or banner in Seminar Stage room.
 - Sponsor logo included in loop video displayed before and after stage presentations
 - Sponsor logo to be included on all signage where sponsors are recognized at show.
 - Opportunity for stage presentations
 - Opportunity to distribute literature at Seminar Stage
 - PA Announcements (minimum of 4/day)
- Website:
 - Logo recognition and 50-word editorial in sponsor section of website
 - Logo inclusion on Seminar Stage schedule
- Additional benefits included below.
- Only 1 available

Cost:

- \$3,500

BAG SPONSOR AT ENTRANCE

Sponsor bags to be distributed at entrance of show.

- Opportunity for sponsor representatives to distribute bags
- Sponsor provides bags
- Onsite Exposure:
 - Sponsor logo to be included on all signage where sponsors are recognized.
 - Exclusive bag sponsor at entrance
- Additional benefits included below.

Cost: \$5,000

FREE SENIOR DAY SPONSOR

Free Senior Day is Thursday, March 5. Sponsor to be recognized wherever Free Senior Day is promoted – FREE Senior Day presented by (SPONSOR NAME).

- Inclusion in Marketing wherever Free Senior Admission on Wednesday is promoted.
- Onsite Exposure:
 - Sponsor logo to be included on all signage where sponsors are recognized.
 - (2) 22"x28" signs at show entrance on Thursday recognizing sponsor
 - Public address announcements throughout the show on Thursday acknowledging sponsor of Free Senior Admission on Wednesday. Minimum of 3.
- Email Marketing:
 - Included in minimum of 1 email where FREE Senior Admission on Thursday is promoted.
- Other Benefits
 - Entrance rights on Thursday, March 5; opportunity to distribute information and/or approved giveaways at entrances.
- Additional benefits included below.

Cost: \$5,000

UP NORTH LODGE SPONSOR - SOLD

The Up North Lodge is a popular area of the show offering attendees a place to relax and enjoy music from local musicians.

- Advertising & Promotion
 - Naming rights for Up North Lodge (i.e. UP NORTH LODGE PRESENTED BY SPONSOR NAME)
- On-Site Exposure
 - Logo inclusion on Up North Lodge signage. Minimum of (2) 22"x28" signs
 - Opportunity to distribute literature within Up North Lodge.
 - Opportunity for (2) sponsor banners within area (to be approved by MPE)
 - Sponsor logo to be included on all signage where sponsors are recognized.
 - PA Announcements (minimum of 1 per day) recognizing SPONSOR NAME as Up North Lodge Sponsor – "Visit the Up North Lodge presented by SPONSOR NAME featuring local musicians!"

Cost: \$4,000

OFFICIAL CATEGORY SPONSOR – LIMITED AVAILABILITY

Looking to differentiate your company from the competition? Become the Official Category Sponsor of the show for added exposure and use the distinction throughout the year! Only one sponsorship sold per product category.

- Advertising & Promotion
 - Exclusive rights to Official Product Sponsor in specific product/service category (i.e. The Official CATEGORY Sponsor is SPONSOR NAME)
 - Logo inclusion on event website sponsor page including 75-word write up and link to sponsor website.
 - Web banner on event website.
 - One (1) post on event Facebook page
 - One hundred (100) complimentary tickets for event
- On-Site Exposure
 - Two (2) floor decals positioned in high traffic areas of event
 - One (1) 22"x28" Category Sponsorship sign placed within space

Cost:

- \$3,500

SHOW GUIDE ADVERTISING – ONLY 3 SPOTS AVAILABLE

Advertise your company within the Official Show Guide that is distributed at the entrance of the show. Attendees use this guide to navigate through the show and look for exhibitors. It's a great place to promote your presence at the show and stand out among other companies!

Cost:

- Varies based on size of ad.

EXHIBITOR LOUNGE SPONSOR

The Exhibitor Lounge is a private area for exhibitors to take a break away from the general public. The space has tables/chairs in one of the conference rooms conveniently located off the main entrance of the show.

- Advertising & Promotion
 - Naming rights for Exhibitor Lounge, which is promoted only to exhibitors (i.e. The Exhibitor Lounge presented by SPONSOR NAME)
 - Inclusion within Exhibitor Kit where Exhibitor Lounge is promoted.
- On-Site Exposure
 - Logo inclusion on Exhibitor Lounge signage. Minimum of (1) 22"x28" sign
 - Opportunity to display signage within Exhibitor Lounge (to be approved by MPE)
 - Opportunity to distribute literature within Exhibitor Lounge.
 - Sponsor logo to be included on all signage where sponsors are recognized.

Cost: \$1,000 plus cost of refreshments to be provided in Exhibitor Lounge.

KIDS FREE SPONSORSHIP

Recognized wherever Kids Free Admission is promoted – Kids Age 12 and Under are FREE courtesy of (SPONSOR NAME).

- Inclusion in Marketing where Kids Admission is promoted: select print advertisements, email blasts, social media and on website.
- Onsite Exposure:
 - Sponsor logo to be included on all signage where sponsors are recognized.
- Additional benefits included below.

Cost: \$2,000

GIVEAWAYS AT ENTRANCE

Opportunity to provide giveaways any day of show

- Opportunity for sponsor representatives to distribute the giveaways
 - Sponsor provides giveaway item
- Advertising
 - Giveaways to be promoted online, in email, in social media and more.
- Onsite Exposure:
 - Sponsor logo to be included on all signage where sponsors are recognized.
 - Exclusive giveaways Sponsor at entrance on any given day.
- Additional benefits included below.

Cost: \$500/day plus giveaway item.

ADDITIONAL SPONSORSHIP BENEFITS INCLUDED WITH ALL PREVIOUS SPONSORSHIPS

- Logo recognition in sponsor section on show website
- Logo inclusion in sponsor section of all consumer emails
- Recognized as sponsor in show guide.
 - Distributed at entrance of show

For more information or to secure a sponsorship contact:

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