



# SPONSORSHIP PACKAGE

## Canadian Pole and Aerial Championship 2023



# ABOUT THE 2023 CHAMPIONSHIP

We invite you to join the 2023 Canadian Pole and Aerial Championship (CPAC) as a valued sponsor for the thirteenth annual championship series of events. The CPAC is returning to highly anticipated in-person live events under new ownership and featuring the best aerial artists from across Canada. This is an exceptional opportunity for your business to be featured to hundreds of participants and audience members and build brand recognition within the Canadian pole, aerial and circus communities.

## OUR AUDIENCE

CPAC events attract those in the dance and fitness communities, as well as members of the public who enjoy outstanding performances reminiscent of Cirque du Soleil. This tends to be a higher income, largely female-identifying, audience of consumers. However, with the additions in 2023 of new aerial categories, as well as novice and junior age divisions, we are welcoming a more diverse community of athletes of all ages and gender identities.

## CPAC DIVISIONS AND LEVELS

The 2023 CPAC events will include four (4) regional qualifiers through March and April, in Ontario, Quebec, British Columbia and online, leading up to a National Championship event in June in Toronto, Ontario.

<u>Pole Sport</u>	<u>Aerial Hoop</u>	<u>Aerial Hammock</u>	<u>Specialty</u>	<u>Artistic Pole</u>
Novice	Novice	Novice	Aerial Specialty	Pole Art 1
Junior	Junior	Junior	Aerial Doubles	Pole Art 2
Entry	Hoop 1	Hammock 1	Pole Doubles	After Hours Floor Flow 1
Amateur	Hoop 2	Hammock 2	Pole Troupes	After Hours Floor Flow 2
Semi-Professional	Masters	Masters		After Hours Pole 1
Professional				After Hours Pole 2
Masters				After Hours Pole Masters
Men's				

# CPAC MEDIA EXPOSURE

## OUR WEBSITE

Our website is a dedicated site for the Canadian Pole and Aerial Championship, with advertising space available on all 5 individual event pages, as well as the main homepage.

## STANDARD MEDIA

Standard Traditional Media exposure includes our newsletter with over 500 subscribers, mailouts to over 170 individual studios and circus centres, posters to be displayed at each event, and digital programs for each event with capacity of 200 attendees per day.

## SOCIAL MEDIA

Social Media exposure includes our dedicated Facebook page, Instagram feed and Instagram stories.



# SPONSORSHIP PACKAGES

Package	Promotion Details
<b>Platinum</b> Cost: \$750 Limit: 2 sponsors	<ul style="list-style-type: none"> <li>• Sponsor is featured on the floor next to the stage or at registration (sponsor choice)</li> <li>• Sponsors promotional material placed in competitor swag bags (up to 500 bags total)</li> <li>• <b>Large</b> sponsor logo listed on newsletter, event webpage and in event program</li> <li>• Sponsor mentioned <b>10</b> times on both Facebook and Instagram</li> <li>• Sponsor mentioned <b>5</b> times per day at event</li> </ul>
<b>Gold</b> Cost: \$300	<ul style="list-style-type: none"> <li>• Sponsors promotional material placed in competitor swag bags (up to 500 bags total)</li> <li>• <b>Medium</b> sponsor logo listed on event webpage and in event program</li> <li>• Sponsor mentioned <b>5</b> times on both Facebook and Instagram</li> <li>• Sponsor mentioned <b>2</b> times per day at event</li> </ul>
<b>Silver</b> Cost: \$150	<ul style="list-style-type: none"> <li>• Sponsors promotional material placed in competitor swag bags (up to 500 bags total)</li> <li>• <b>Small</b> sponsor logo listed on event webpage and in event program</li> <li>• Sponsor mentioned <b>1</b> time on both Facebook and Instagram</li> <li>• Sponsor mentioned <b>1</b> time per day at event</li> </ul>
<b>Swag Bag</b> Cost: \$100	<ul style="list-style-type: none"> <li>• Sponsors promotional material placed in competitor swag bags (up to 500 bags total)</li> <li>• <b>Small</b> sponsor logo listed on each event webpage and in each event program</li> <li>• Sponsor mentioned <b>1</b> time per day at each event</li> </ul>
<b>Award</b> Minimum Value \$100 per award	<ul style="list-style-type: none"> <li>• Provide tangible prizes or certificates for competitors to receive on stage with their medals</li> <li>• Sponsor listed on event webpage and in event program</li> <li>• Sponsor mentioned <b>1</b> time per day at event, and when medals and prizes are awarded</li> </ul>
<b>Inclusivity Initiative</b> <b>*NEW*</b> Cost: \$225	<ul style="list-style-type: none"> <li>• Sponsor one (1) applicant and help support the accessibility of competitive sport for all by covering their registration fee.</li> <li>• Applications will be open to BIPOC (black, indigenous, people of colour), trans, disabled individuals or those in the sex work industry. Financial sponsorships will be awarded confidentially to qualified applicants based on demonstration of financial need.</li> <li>• Applicant will receive an invitation directly to Nationals, or may defer to 2024</li> <li>• Sponsor mentioned <b>2</b> times on both Facebook and Instagram</li> <li>• <b>Small</b> sponsor logo listed on initiative application webpage</li> </ul>