

Ottawa Pet Expo

Sponsorship Packages



Thank you for your interested in partnering with the Ottawa Pet Expo. We are always thrilled to welcome new sponsors at our events! Below is a detailed list of the sponsorship opportunities we have available.

OPE PLATINUM SPONSOR \$15,000

- Exclusive opportunity available to one sponsor only
- Listed as Platinum Expo sponsor on all print, website, ticketing, radio and social media marketing
- Booth placement (if desired) in premium location at special Sponsor rate.
- At Event signage opportunities including a 10x10 ceiling welcome banner at main entrance, floorplan/wayfinding QR code signage
- Sponsor logos on social media graphics, including event, bio, coverpages, feature social media posts with your input, focus on pet community
- Your brand logo featured in Social Media paid advertising
- Sponsor logo on all Exhibitor Communication Emails
- Place your pet-focused signage/banners in entrance lobby
- Includes VIP Pet Bag sponsorship and Pet Waiver Sponsorship
- Logo on official show floorplan alongside OPE Logos
- Tickets for your team, and tickets to give away on your social media
- Exclusive ticket discount coupon code to share to anyone within your network, including customers, friends, family, colleagues.

OPE GOLD SPONSOR \$5,000

- Available to only 2 pet industry brands to be key sponsors of the Ottawa Pet Expo
- Includes Prime booth placement on Floorplan at the special Sponsor rate
- Listed as Gold Sponsor on all print, website, ticketing, radio and social media marketing
- At Event signage opportunities including welcome and wayfinding signage, place your pet-focused signage in entrance/exit lobbies
- Social media: Sponsor spotlight with your input, brand visibility on Social Media Advertising, Sponsor logos on social media graphics.
- Includes VIP Pet Bag insert
- Logo on official show floorplan
- Tickets for your team, and tickets to give away on your social media
- Exclusive ticket discount coupon code to share to anyone within your network, including customers, friends, family, colleagues.

OPE SILVER SPONSOR \$3,000

- Available to only 4 specialized pet industry brands to be key sponsors of Ottawa Pet Expo business categories: TICA Cat Show, Reptile Zone, Small Animal Village, Bird Zone.
- Includes Prime booth placement on Floorplan at the special Sponsor rate
- Listed as Silver Sponsor on all category specific print, website, radio and social media marketing
- At Event signage opportunities including welcome and wayfinding signage, place your pet-focused signage directly in the area/category you are sponsoring as well as in lobby/exit if space allows.
- Social media: Sponsor spotlight with your creative input
- Includes VIP Pet Bag insert
- Logo on official show floorplan
- Tickets for your team, and tickets to give away on your social media
- Exclusive ticket discount coupon code to share to anyone within your network, including customers, friends, family, colleagues.

Ottawa Pet Expo Sponsorship Packages:



EXPO CLEAN UP CREW SPONSOR \$3,000

Do you have a people and pet-friendly cleaning product? What better way to market your product than having the OPE Clean Up Crew use your product to keep the OPE clean and sanitized! This sponsorship includes the following:

- Extensive product placement on Clean Up Crew Carts and waiver stations.
- Opportunity to “brand” the Clean Up Crew
- Exclusivity as the “Official OPE Clean Up Crew Sponsor”
- Logo with link on the OPE website
- Social Media Post
- 10x10 booth at discounted rate
- Exclusive discount coupon code to share on your socials and with associates, friends, family etc.
- 10 Free tickets for your executive team/VIPs

VIP PET BAG SPONSORSHIP \$2,500

Pet Bag Branding Sponsor:

- Exclusive opportunity for your brand to sponsor the 5,000 VIP Pet Bags distributed over the OPE weekend. One bag per family.
- An insert flyer provided by you
- Bags will be supplied by you, must be reusable material, mid-sized tote bag with handles. Minimum size 15x12 inches
- Bags can feature your artwork, logos etc, and must be approved by OPE Marketing Team
- Sponsorship also includes a social media post to promote the bags and your brand sponsorship

VIP PET BAG INSERT \$275

Each pet attending the Ottawa Pet Expo is presented with an event bag that includes the necessities for them and their owners to enjoy the show.

A bottle of water, water dish, clean up bags, hand sanitizer and a toy to occupy them. To participate in this bag of goodies the OPE will require 5000 items of sample, print, promotional materials etc., to us one week before the show. These will be submitted into the bags for each pet accompanied family to go home with.

It's a great opportunity to get your marketing items directly into the hands of the pet families!



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Ottawa Pet Expo

Sponsorship Packages:

Cat Show Sponsorships



CAT SHOW SPONSOR \$3,500

- Opportunity available for three sponsors
- Listed as Cat Show Sponsor on all print, website, ticketing, radio and social media marketing
- Booth placement in premium cat section location at special Sponsor rate.
- At Event signage opportunities including welcome at entrance, floorplan/wayfinding QR code signage
- Sponsor logos on social media graphics, including event, bio, cover pages, feature social media posts with your input, focus on pet community
- Your brand logo featured in Social Media paid advertising
- Sponsor logo on all Exhibitor Communication Emails
- Place your pet-focused signage/banners in entrance lobby/exit
- Logo on official show floorplan
- Tickets for your team, and tickets to give away on your social media
- Exclusive ticket discount coupon code to share to anyone within your network, including customers, friends, family, colleagues.

CAT SHOW HOSPITALITY SPONSOR \$1,500

- A dedicated space to engage with cat show exhibitors
- Opportunity available for one sponsor
- Listed as Cat Show Hospitality Sponsor on all print, website, and social media marketing
- Booth placement in premium cat section location at special Sponsor rate.
- At Event signage opportunities including welcome at entrance, floorplan/wayfinding QR code signage
- Sponsor logos on social media graphics, including event, bio, cover pages, feature social media posts with your input, focus on pet community
- Your brand logo featured in Social Media paid advertising
- Sponsor logo on all Exhibitor Communication Emails
- Logo on official show floorplan
- Tickets for your team, and tickets to give away on your social media
- Exclusive ticket discount coupon code to share to anyone within your network, including customers, friends, family, colleagues.

PARADE OF BREEDS STAGE \$850

- Exclusive opportunity available one sponsor only
- Listed as Parade of Breeds sponsor on all print, website, and social media marketing
- Your brand logo featured in Social Media paid advertising
- Logo on official show floorplan
- Tickets for your team, and tickets to give away on your social media
- Exclusive ticket discount coupon code to share to anyone within your network, including customers, friends, family, colleagues.

CAT SHOW RING SPONSORSHIP \$350

- Opportunity for six sponsors
- Sponsor logos on social media graphics, including event, bio, cover pages, feature social media posts with your input, focus on pet community
- Your brand logo featured in Social Media paid advertising
- Tickets for your team, and tickets to give away on your social media
- Exclusive ticket discount coupon code to share to anyone within your network, including customers, friends, family, colleagues.

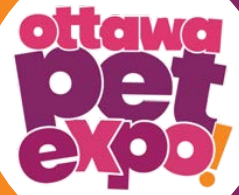
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Ottawa Pet Expo Sponsorship Packages:



EXHIBITOR LOUNGE SPONSOR \$2,500

- Exclusive opportunity to brand an Exhibitor Lounge area with seating and refreshments for all Ottawa Pet Expo Exhibitors.
- Includes welcome signage with logo
- Product placement if applicable
- Coffee/Tea/Water and snacks courtesy of your brand
- Add your insert to approximately 5,000 VIP Pet Bags
- Brand/logo included in Exhibitor Communication and on Exhibitor web page

COMMUNITY CORNER SPONSOR \$1,500

- Exclusive opportunity to sponsor the new Community Corner feature at the Ottawa Pet Expo featuring meet & greets with community social media influencers, key stakeholders, advocacy groups, personalities and more!
- Brand the Influencer Community Corner with your logo, hashtags, product placement and décor to create a welcoming atmosphere
- Your logo on Community Corner Signage, social media posts, photo opportunities
- This is your chance to get creative and place your brand directly in front of pre-qualified consumers!

CUSTOM SPONSOR

None of these options fit your budget or match your vision? Not to worry - reach out to us, and we would be more than happy to discuss custom sponsorships that work with your budget and needs.

Please send us an email to info@canadianpetexpo.ca



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