



## Saskatoon Festival of Trees 2023 Sponsorship Benefits

### Connected to the Community

Our website receives over 5,500 visits each season and we have a social media following on Instagram, Facebook and Twitter of more than 8,330 and growing. We stay in touch with over 3,340 email subscribers providing news & updates with the majority of communications from September through November.

The media are fantastic supporters, donating \$122,650 of promotion in 2022 through on air interviews, live features, promotional spots, website features, social media and on air giveaways, driving attention and traffic to the Festival.

We're proud to offer activation opportunities for your staff to get involved in engaging with our supporters at the Festival. We'll happily tailor these experiences to fit your company's needs.

| Sponsor Benefit                   | \$100 - \$999 | \$1,000 - \$2,999 | \$3,000 - \$4,999 | \$5,000 - \$6,999 | \$7,000 - \$9,999 | \$10,000+ |
|-----------------------------------|---------------|-------------------|-------------------|-------------------|-------------------|-----------|
| Name on website & signage         | ✓             | ✓                 |                   |                   |                   |           |
| Name on e-newsletter              |               | 1 min             |                   |                   |                   |           |
| Name on social media              |               | ✓                 |                   |                   |                   |           |
| Logo on website & signage         |               |                   | ✓                 | ✓                 | ✓                 | ✓         |
| Logo on e-newsletter              |               |                   | 1 min             | 2 min             | 2 min             | All       |
| Tagged on social media            |               |                   | 1 min             | 2 min             | 2 min             | 3 min     |
| Logo on social media              |               |                   | ✓                 | ✓                 | ✓                 | ✓         |
| Sponsor spotlight on social media |               |                   |                   | ✓                 | ✓                 | ✓         |
| Gingerbread cookie vouchers       |               | 1                 | 2                 | 4                 | 6                 | 10        |
| General admission tickets         |               | 4                 | 15                | 20                | 30                | 50        |
| Special event tickets*            |               |                   | 4                 | 8                 | 8                 | 8         |

\*For the special event you are sponsoring. Benefits are flexible and can be suited to your needs. Contact us for details.