



Sudbury Living Wedding Showcase

– After Dark Returns –

Presented by Sudbury Living Magazine Group

Sudbury’s premiere wedding show is back – to take wedding planning to the next level.

The After Dark Edition allows you to introduce your business to new customers in an upscale, fun and relaxed evening environment without taking you away from lucrative Saturday business.

Our goal is to provide you with a positive show experience that will maximize your marketing dollars.

No other marketing opportunity provides this type of targeted exposure, putting you face to face with hundreds of motivated brides and grooms.

Event information

- Friday January 17, 2020
- 5pm to 9pm
- Caruso Club, 385 Haig St., Sudbury
- Fashion Show
- Hourly prizes
- Free on site parking

Display space

Don’t miss this opportunity to market and sell your products and services to a targeted audience with buying power. Showcase your wares to newlyweds- to-be in an exciting new space and engaging format.

What’s included:

- Booth rental 8x10
- 6 foot table fitted with white linen
- Pipe and Drape
- 2 Exhibitor Passes
- Access to electrical
- 2 chairs
- Light refreshments
- Listing in show directory

Exhibitor set up:

Thursday, January 16, 2020
10 am - 6 pm

Friday, January 17, 2020
10 am – 2 pm

Exhibitor tear down:

Friday, January 17, 2020
9 pm until completed



Sponsorship Opportunities

Grand Prize Sponsorship: The Grand Prize sponsor will be featured in all marketing materials and will receive one premium exhibitor space. Targeted social media will be used to promote the grand prize leading up to the event. **Sponsorship is limited to one exhibitor.**

The grand prize must have a minimum retail value of \$1,500.

Prize Sponsorship: All attendees qualify. The Prize sponsor will be included in all website and social media marketing. **Sponsorship is limited to two exhibitors.**
The Prize must have a retail value of over \$500.

Fashion Show Presenter: The Fashion Show presenter is available for a \$1,000 cash investment. The investment includes one premium exhibitor space and will be included on website, social media and radio marketing. **Sponsorship is limited to two exhibitors.**

Passport Prize Game Sponsors: The Passport Prize Game Sponsorship requires prizes that are worth a minimum of \$150. A description of the prize and detailed retail price will be required. **This sponsorship is limited to 15 exhibitors.**

Each bride will be provided with a Passport Prize Game card and will be required to collect a stamp at each booth to qualify for the prizes donated by the exhibitors. Passport Prize Game participants will be advertised on social media.

Swag Bag Sponsorship: The first 100 attendees will receive a bag which will be used as the swag bag.

The Swag Bag Sponsors need to provide 100 items. The items must have the sponsor's business name attached or imprinted. There is no minimum dollar value on items. An example of promotional gift items can be notepads, pens, plastic water bottles, USB sticks etc. **NO DISCOUNTED OFFERS ALLOWED** without promotional gift item attached. ALL exhibitors are encouraged to participate. Items must be dropped off at the Sudbury Living office by January 10th, 2020.

Registration

Form must be completed in full accompanied with \$400 payment in order to confirm space.

Event Marketing/Advertising

Benefit from an extensive advertising and promotional campaign creating contest excitement and promoting ticket sales. Strategic use of print, broadcast and online advertising ensures maximum coverage and awareness.

- Print:**
- Premium ad placements in Northern Life (4 weeks pre event)
- Online:**
- Complete background takeovers on Sudbury.com (8 weeks pre event)
 - Banner ads on sudburylivingmagazine.com
 - Exhibitor listing and web link on sudburylivingmagazine.com/weddings
- Magazine:** Full page ad in Sudbury Living Magazine (winter issue)
- Radio:** 90-120 ads on 92.7 and Kiss
- Social media:** Interaction on Facebook, Twitter, and Instagram

If you require additional information or are interested in any of these sponsorship opportunities, please contact Carik Gaudet 705-673-5667 ext 351 or email cgaudet@sudburylivingmagazine.com.