

MASTERGROOM CANADA: IN COLLABORATION WITH GROOMANIA

Presented by, LYNN Professional



Thank you for your interest in sponsoring Mastergroom Canada in collaboration with Groomania, presented by LYNN Professional.

We offer four distinct sponsorship levels. Please review the options below and inform us of your chosen level at your earliest convenience. Note that for levels that include classes and seminars, selections of classes/seminars will be made on a first-come, first-served basis.

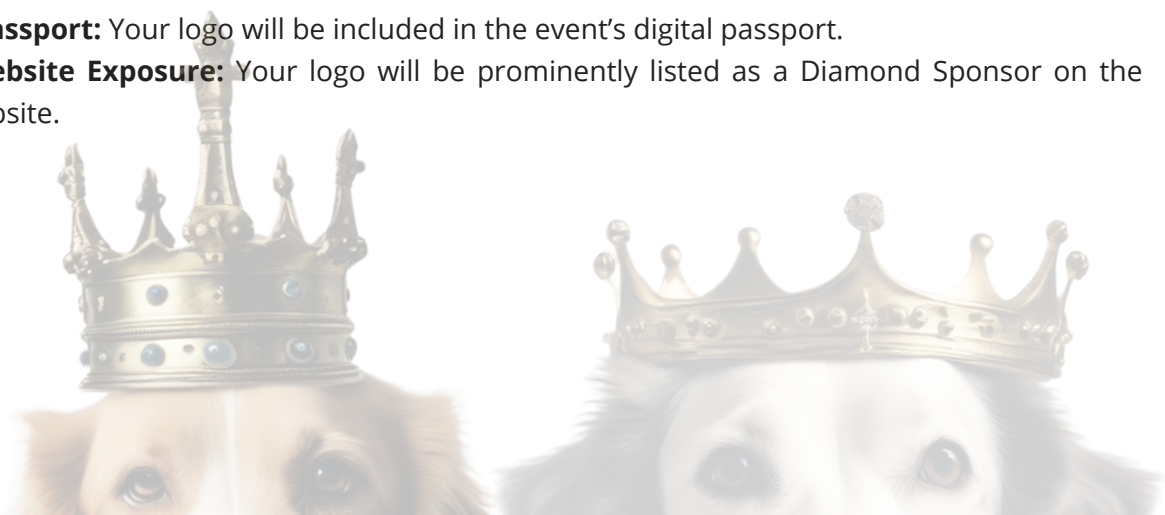
SPONSORSHIP LEVEL SUMMARY:

	Diamond	Gold	Silver	Bronze
Sponsor Investment	\$7,500	\$2,500	\$1,500	\$750
Number of Spots Available	1	12	10	Unlimited
Diamond Jackpot Class Sponsorship	✓	✗	✗	✗
Competition Class Sponsorship (list below)	✗	✓	✗	✗
Booth Included	✓	✓	✓	✗
Complimentary All Access Passes	✓	✗	✗	✗
Advertising at Groomania	✓	✗	✗	✗
Company Seminar/Demo Option	✓	✓	✗	✗
Gift Bag Inclusion	✓	✓	✗	✗
Event Brochure Advertisement	Full Page	1/2 Page	1/4 Page	✗
Competition Ring/Seminar Room Signage	✓	✓	✗	✗
Social Media Exposure	5 ind	2 ind	Group	Group
Logo on Event Website under Level	✓	✓	✓	✓

visit www.mastergroom.com to find out more

DIAMOND JACKPOT SPONSORSHIP DETAILS

- **Investment:** \$7,500
- **Number of spots available:** 1
- **Booth Included:** complimentary 30 x 10 trade show booth included (\$1,500 value).
- **Diamond Jackpot Class:** Exclusive opportunity to sponsor the unprecedented traveling Diamond Jackpot Class!
 - Be a part of the most highly anticipated grooming competition class in the industry, where excitement and exposure reach new heights.
 - This multi-year, globe-spanning Diamond Jackpot Class features a prize pot that grows with each event, culminating in a life-changing award for the groomer who earns the most points across all eligible shows.
 - As a sponsor, you'll receive special mentions by the MC during every sponsored class, and your brand will remain prominently featured in all subsequent events until the grand prize is claimed.
 - This legacy sponsorship offers unmatched visibility and brand association with the premier grooming contest in the industry.
- **All-Access Passes:** Receive two complimentary all-access passes, granting entry to every Mastergroom Canada seminar and competition, plus exclusive access to the grand finale Diamond Jackpot Class event where the ultimate winner will be announced (final location to be determined).
- **Seminar/Demo Opportunity:** Diamond Sponsors can schedule and host a daily seminar/demo in an exclusive setting, showcasing their products, sharing insights into their business, and highlighting event-specific offerings.
- **Welcome Bags:** Gain complimentary access to include sample products and promotional materials (flyers/brochures) in welcome bags distributed to every attendee, providing excellent exposure.
- **Event Brochure Ads:** Complimentary full-page advertisement in the event brochure.
- **Main Stage Exposure & Signage:** Your company logo will be prominently featured in the main screen video loop. You may also provide up to two standing signs located near the competition ring/main stage.
- **Mastergroom Seminar Room Exposure:** Display one standing sign in the main Mastergroom Seminar Room. Additionally, you may showcase product samples, which will be compiled as a giveaway at the end of the event. All signs must be supplied by the sponsor.
- **Social Media Exposure:** Receive up to 5 individual social media shoutouts prior to the event. All posts must be designed by the sponsor and submitted to Mastergroom Canada by the respective deadlines.
- **Digital Passport:** Your logo will be included in the event's digital passport.
- **Event Website Exposure:** Your logo will be prominently listed as a Diamond Sponsor on the event website.



GOLD SPONSORSHIP DETAILS

- **Investment:** \$2,500
- **Number of spots available:** 12
- **Booth Included:** complimentary 20 x 10 trade show booth included (\$1,000 value).
- **Competition Class Sponsorship:** Exclusive sponsorship of one of the 12 competition classes. Class reservations are on a first-come, first-served basis and require a commitment at the Gold level. Shoutouts will be made by the MC during the sponsored class.
- **Seminar/Demo Opportunity:** Gold Sponsors have the opportunity to schedule and host a daily seminar/demo in an exclusive setting, allowing you to showcase your products, share insights into your business, and highlight event-specific offerings.
- **Welcome Bags:** Gain complimentary access to include sample products and promotional materials (flyers/brochures) in welcome bags distributed to every attendee, providing excellent exposure.
- **Event Brochure Ads:** Complimentary 1/2 page advertisement in the event brochure.
- **Main Stage Exposure & Signage:** Your company logo will be featured in the main screen video loop, and you may provide up to two standing signs located near the competition ring/main stage.
- **Mastergroom Seminar Room Exposure:** Display one standing sign in the main Mastergroom Seminar Room. You may also showcase product samples in the seminar rooms, which will be compiled as a giveaway at the end of the event. All signs must be supplied by the sponsor.
- **Social Media Exposure:** Receive up to 2 individual social media shoutouts prior to the event. All posts must be designed by the sponsor and submitted to Mastergroom Canada by the respective deadlines.
- **Digital Passport:** Your logo will be included in the event's digital passport.
- **Event Website Exposure:** Your logo will be prominently listed as a Gold Sponsor on the event website.

SILVER SPONSORSHIP DETAILS

- **Investment:** \$1,500
- **Number of spots available:** 10
- **Booth Included:** complimentary 10 x 10 trade show booth included (\$500 value).
- **Competition Class:** N/A
- **Seminar Day or Special Award Sponsorship:** Become the sponsor of one of our three seminar days or a special award presented during the event, such as the "Kindness Award." Sponsorship opportunities for seminar days and special awards are available on a first-come, first-served basis with a Silver-level commitment. Sponsors will receive dedicated shoutouts during the seminars.
- **Welcome Bags:** Complimentary access to include sample products and promotional materials (flyers/brochures) is not included but can be purchased separately.
- **Event Brochure Ads:** Complimentary 1/4 page advertisement in the event brochure.
- **Social Media Exposure:** As a group, Silver-level sponsors will receive social media shoutouts prior to the event, enhancing your brand's visibility.
- **Digital Passport:** Your logo will be included in the event's digital passport.
- **Event Website Exposure:** Your logo will be prominently listed as a Silver Sponsor on the event website.

BRONZE SPONSORSHIP DETAILS

- **Investment:** \$750
- **Number of spots available:** Unlimited
- **Booth Included:** complimentary booth not included. Trade show booths can be purchased separately.
- **Competition Class:** N/A
- **Seminar/Demo:** N/A
- **Welcome Bags:** Complimentary access to include sample products and promotional materials (flyers/brochures) is not included but can be purchased separately.
- **Event Brochure Ads:** Complimentary access to include advertisements in the event brochure is not included; brochure ads can be purchased separately.
- **Social Media Exposure:** As a group, Bronze-level sponsors will receive social media shoutouts prior to the event, enhancing your brand's visibility.
- **Digital Passport:** Your logo will be included in the event's digital passport.
- **Event Website Exposure:** Your logo will be prominently listed as a Bronze Sponsor on the event website.

TRADE SHOW BOOTH DETAILS

- **10 x 10 Booth:** \$500 (includes pipe and draping, 1 banquet table and 2 chairs)
- **20 x 10 Booth:** \$1,000 (only 12 spots available, includes pipe and draping, 2 banquet tables and 4 chairs)
- **Complimentary access:** wifi and electricity (must bring own extension cords/power bars to access).
- **Welcome Bags:** complimentary access not included. Access can be purchased separately.
- **Event Brochure Ads:** complimentary access not included. Brochure ads can be purchased separately.
- **Social Media Exposure:** companies with a trade show booth will receive at least one social media shoutout prior to the event (in a group listing).
- **Digital Passport:** logo included in the event's digital passport.
- **Event Website Exposure:** company name will be listed as having a trade show booth at the event.

A LA CART OPTIONS

- **Welcome Bag Access:** \$250 (can include sample products and print advertisements)
- **Event Brochure Ads:** \$250 per 1/2 page ad.
- **Additional Banquet table:** \$25 each
- **Additional chairs:** complimentary, but must be requested in advance.

To reserve a sponsorship level, please contact Barb Prueckel at: mastergroomcanada@gmail.com. Once your sponsorship level has been confirmed, you will receive a vendor agreement, which will include more details.

COMPETITION CLASSES

Comprehensive List of the 12 Classes Available for Gold Sponsors:

- Beginner
- Handstripping
- Sporting
- Mixed/Misc
- Dual Duel
- All Other Purebred
- Asian Fusion
- Poodles (Toy & Mini)
- Poodles (standard)
- Best in Show (Open & Intermediate)
- Best in Show (Novice)
- Model Dog

Please note that class sponsorship reservations will be made on a first-come, first-served basis and offered first to previous sponsors of Mastergroom Canada.

To reserve a sponsorship level, please contact Barb Prueckel at: mastergroomcanada@gmail.com. Once your sponsorship level has been confirmed, you will receive a vendor agreement, which will include more details.

SPONSORSHIP RESERVATION PROCESS

Step One – EMAIL

Email Barb Prueckel at mastergroomcanada@gmail.com to indicate your preferred sponsorship level. If applicable, include which class, seminar, or award you'd like to reserve. Returning sponsors have priority reservation until November 30th 2024. After that, reservations will open to all on a first-come, first-served basis.

Step Two – 50% DEPOSIT

Once you receive confirmation of availability within 3 business days, a 50% deposit is required to secure your reservation. Please wait for confirmation before sending payment. Your reservation will only be confirmed once the deposit is received. Payment options include e-transfer or credit card (note: a 2% fee applies to credit card payments).

Step Three – SPONSORSHIP AGREEMENT

After the deposit is received and your spot is secured, you'll be sent a Sponsorship Agreement to complete before making the final deposit. Please review the agreement carefully for all details.

Step Four – FINAL DEPOSIT

The remaining 50% is due by May 31, 2025. After this date, no refunds will be issued.

Flexible Payment Option:

We are happy to consider a customized payment plan if needed. If a structured payment option would be more manageable, please reach out to discuss options on a case-by-case basis.

For any questions at any step, please contact Barb Prueckel at mastergroomcanada@gmail.com.