



Gord Bamford Concert – Sponsorship Opportunities

Featuring Dallas Alexander – April 24, 2026 – Gallagher Centre – Agri-Pavillion Yorkton, SK



Presenting Sponsor (\$10,000 Value)

This premier sponsorship provides exclusive naming rights, high-visibility marketing, and a premium hospitality experience. Valued at \$10,000, the package is negotiable and can be customized to meet your organization's objectives.

- **Naming rights:** "Gord Bamford Concert presented by [Sponsor]" used in all official mentions
- **Logo placement:** prominent on posters, radio creative, event website, exhibitor email blasts, and printed collateral
- **Guaranteed on-air mentions:** included in scheduled radio spots and live reads during the promotional campaign
- **Stage recognition:** MC acknowledgment prior to the opener and again before the headliner
- **VIP hospitality:** 2 VIP tables (16 seats total) with **OPEN BAR** for the VIP area during the concert
- **Artist access:** 16 Meet & Greet passes for sponsor guests
- **Promo tickets:** 8 General Admission tickets for sponsor promotions or client use
- **Dedicated signage:** branded placement in the venue and at the VIP bar
- **Social media spotlight:** featured mention on social platform posts and event channels
- **VIP promo placement:** option to include one sponsor-branded item or coupon in VIP packs

Additional benefits, upgrades, or in-kind trade options (e.g., product donation for open bar, co-branded activations, expanded digital boosts) can be added upon request and will be valued against the sponsorship total.

Gold Sponsor – \$2,000

This premium level delivers meaningful hospitality and high-visibility branding to connect with clients and the Parkland audience.

- **Hospitality:** 1 VIP table (8 seats) with access to the VIP bar
- **Artist access:** 8 Meet & Greet passes for sponsor guests (additional passes available at sponsor rate)
- **Brand visibility:** Logo on event posters, radio creative, event website, and social posts
- **On-site recognition:** MC shout-outs during the event and prominent signage at the venue
- **Digital/On-Air Value:** Two guaranteed social media and/or on-air mentions during the final two-week promo period

Available upgrades: additional VIP table (\$1000 per); extra Meet & Greet passes (\$75 per).

Silver Sponsor – \$1,500

A cost-effective option for strong brand presence and client hospitality.

- **Hospitality:** 4 VIP seats (half table) with access to the VIP bar
- **Artist access:** 4 Meet & Greet passes for sponsor guests (additional passes available at sponsor rate)
- **Brand visibility:** Logo on event marketing and event website sponsor listing
- **On-site recognition:** Venue signage and group stage recognition during sponsor thank-you
- **Digital:** Group social media recognition with other Silver sponsors

Available upgrades: additional VIP seats (\$125 per); extra Meet & Greet passes (\$75 per).

Bronze Sponsor – \$750

Ideal for small businesses seeking visibility and access without large hospitality commitments.

- **Seating:** 4 reserved prime seats in reserved block seating (includes VIP bar access)
- **Brand visibility:** Small logo on event signage and inclusion on the event website sponsor listing
- **Digital:** Grouped social media mention during the promotional window

Exclusive Add-On Sponsorships

VIP Bar Sponsor – \$3,000

High-profile hospitality sponsorship targeting VIP guests and premium impressions.

- **Naming rights:** “VIP Bar presented by [Sponsor]” across VIP communications and signage
 - **On-site branding:** Prominent VIP bar signage and branded drink tickets for VIP guests
 - **Activation:** Opportunity to feature a signature cocktail named for the sponsor
 - **Digital:** Recognition as official VIP Bar Sponsor on social media and event website
 - **Hospitality:** 1 VIP table (8 seats) included
 - **Artist access:** 8 Meet & Greet passes included
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Stage Sponsor – \$2,000

Associate your brand directly with the performance experience.

- **Brand placement:** Logo on or adjacent to the stage and “Stage presented by [Sponsor]” recognition
 - **On-stage mentions:** MC recognition before each artist set
 - **Seating:** 4 reserved prime seats with VIP bar access
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Main Bar Partner – \$1,500

High visibility at the main bar and across the general admission area.

- **Brand placement:** Logo at general bar areas and high-traffic signage
 - **Recognition:** On-stage acknowledgement during intermission
 - **Digital:** Social media shout-outs
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Bronze + Main Bar Partner Bundle – \$2,000 (1 available)

Designed for small businesses who want both premium seating and high-traffic brand exposure.

- **Seating & access:** 4 reserved prime seats with VIP bar access
- **Branding:** Logo on event signage and event website sponsor listing
- **High-traffic placement:** Logo placement at general bar areas
- **On-site recognition:** MC acknowledgement during intermission and social media shout-out as Main Bar Partner

Optional Add-On

- **Meet & Greet passes at sponsor rate:** Available to sponsors at \$75 per pass (limited availability)
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Ticketing Overview

- **VIP Tables:** \$1,000 per table (8 seats) / \$125 per person
 - **Front Reserved Chairs:** \$70 presale / \$80 regular (Includes access to VIP Bar)
 - **General Admission:** \$50 presale / \$60 regular
 - **Sponsor Meet & Greet Add-On:** \$75 per pass
 - **Regular Meet & Greet Add-On:** \$100 per pass
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Contact & Reserve — Nolan Johnson

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