



2021 Builder Block Expo

Title Sponsor

Bowie Bear Marketing

New Venue

The Builder Block Expo is looking for a *Title Sponsor* for this exciting and prestigious industry event. This is our 5th annual event and it will be held at an exciting new and bigger location, [Valley Ridge Golf Course](#) on November 2nd, 2021 from 1:00 pm – 5:00:00 pm. We like to call this private builder industry event a “*Builder Shopping Mall.*” It is truly one of the only events of its kind in the city.

We feature 30 to 40 of the top trades in their field who all offer *Bowie Bear* Incentives and Discounts to builders who want to experience their services and products. We reach out to over 200 builders to attend this event and *The Builder Block Expo* offers a completely complimentary 5-Star array of specialties served throughout the event. We also offer ample free parking and no entrance fees for anyone who attends this magical event.

Additionally we are also offering everything from corporate golf memberships to company car/truck packages, construction equipment rentals, fireplaces and much more. Last year’s event was a great safe event even in spite of Covid-19. Our official launch of the “*Innovation Room*” which featured all the cutting edge building supplies coming out in the market was a big hit with everyone.

Sponsors

You will be one of our *Marquee Sponsors* and will receive promotion to over 200 builders prior to the show via our proposals we send out and featured on our landing page invite which is already set up. The Expo will also be featured on all our social media platforms. Additionally, we will advertise you through our promotional video of the show which will be showcased on www.builderblock.ca for a one year period after the Expo.

Media

You will be continually advertised and promoted throughout a one year period on the [Builder Block invite landing page](#). This website goes out to over 250 builders. You will also be featured on 97.7 FM via a show day radio remote and included in our overall media campaign that includes television and newspaper.

Charity

New and exciting this year is the “*Bowie Bear Cares*” Program. The Builder Block Expo is proud to announce the debut of a heartfelt new plan to “Help put a roof over a child in need.” The Builder Block Expo is now partnering with the *Children’s Cottage Society* at www.childrencottage.ab.ca. Through our event I hope to create awareness and to raise funds that will help The Children’s Cottage Society continue to provide a safe haven for children and families in need.

Title Sponsorship Fee

To secure a position as the Builder Block Expo Title Sponsor, the fee is \$5,000.00 made payable to *Bowie Bear Marketing*. We are selling sponsorships from February 1st to April 1st/2021. Payment is due by e-transfer or a company cheque within 5 to 7 days of booking your position in this great show.

Included in your fee:

- One (1) 5/6 ft. table/tablecloth with 2 chairs in the main room.
- Space behind the table and on the sides will be provided for any signage you have. Bowie Bear also provides a banner service at close to cost for anyone who needs a banner.
- 10 days of radio on 97.7 prior to the event and a live remote on the day of the Expo.
- Newspaper mentions in the Calgary Sun Article.
- Global TV will also be invited to film the show.
- You will be featured as previously mentioned for a one year period in our promotional video.
- You will be promoted throughout the year on our social media platforms.

Click [here](#) to view last year's event (2020).

Brianna Bowie,

Event Host/President