



2022 Builder Block Expo

Walk Around Sponsor

Bowie Bear Marketing

"The Best is yet to Come!"

New Venue

The Builder Block Expo is looking for a **Title Sponsor** for this prestigious industry event. This is our 6th annual event, and it will be held at an exciting new and bigger location, **Calgary Golf & Country Club**. Mark the date on **November 3rd, 2022, 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 300 builders to attend this event and **The Builder Block Expo** offers a completely complimentary 5-Star array of specialties served throughout the event and sponsored by Douglas Developments. There is also free drinks and a complimentary glass of Champagne offered by Willow Park Wines & Spirits. We also offer ample free parking and no entrance fees for any builder/contractor or renovator who attends this magical event.

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

Sponsors

Your company will be one of our **Marquee Sponsors** and will receive promotion to over 300 builders prior to the show via our Builder Block sales team and featured on our website at www.builderblock.ca.

Media

Your company will be continually advertised and promoted prior to the Expo on the Builder Block website on our landing page invite at <https://builderblock.ca/registration>. This invite goes out to over 300 builders. You will also be featured on the new and rebranded C 97.7 FM 10 days prior to the event and featured on an all-day remote on the show day. Your company will also be included in our overall media campaign that includes television, newspaper and social media platforms.

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.childrenscottage.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.

Walk Around Sponsor Fee

To secure a position as the Builder Block Expo Walk Around Sponsor, the fee is **2500.00** made payable to **Bowie Bear Marketing**. We are selling sponsorships from December 1st, 2021 to February 1st, 2022. Please book your position as soon as possible as they sell out very quickly.

Payment is due by e-transfer or a company cheque within 5 to 7 days of booking your position in this great show.

Mail Cheques to:

Brianna Bowie

139 Spring Bank Villas SW.

Calgary, Ab.

T3H 4S9

Included in your fee:

- All day access to all the participating builders, general public, and trades.
- Name Tag lanyards identifying your company.
- 10 days of radio on C97.7 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 through the Bowie Bear Marketing campaign.
- Complimentary Luncheon and full access to the Builder Block "After Party." Complimentary Food and Cocktails
- Any of your marketing needs, such as business cards, brochures, post cards, flyers, etc. can be ordered from our marketing partner, RHP Marketing Services. Contact Robert Payne at 403-272-0413.

DRESS CODE ALERT!

Men

-Business Casual. The Calgary Golf & Country Club requires that attendees for the Builder Block Expo wear a collared shirt, no baseball caps, denim, jeans, or khaki pants. Sports jackets are encouraged but not mandatory.

Women

-Business Casual. Dresses, skirts or blouses/sweaters/slacks or pant suits.

"Thank you to everyone for dressing up for this special event at our new venue."

Click [here](#) to view last year's event (2021).

Brianna Bowie,

Event Host/President

403 366-0850