



2023 Builder Block Expo

Title Sponsor

Bowie Bear Marketing

“Built on a Foundation of Success!”

New Venue

The Builder Block Expo is looking for a **Title Sponsor** for this prestigious and exclusive builder industry event. This is our 7th annual event, and it will be held at an exciting new and bigger location, The **Calgary Golf & Country Club**. Mark the date on **November 1st, 2023, from 12:30 pm – 5:00 pm**. We are also offering a “**Mix and Mingle**” from **5:00 - 6:00 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 45 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 all sponsored by Douglas Developments. We will be offering a complimentary glass of Champagne offered by Willow Park Wines & Spirits. There is 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 huge success as noted on all social media platforms by both builders and trades. 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.

Sponsor Opportunity

Your company has a unique opportunity to be one of our **Title 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 for a 2-year period. Bowie Bear Marketing, the parent company of the Builder Block Expo, will also offer a partnership position to present the Builder Block Expo to the entire building industry. Through our extensive network of builders, developers and trades your company will be presented and promoted as the Title Sponsor.

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 C97.7 FM 10 days prior to the event and featured on an all-day remote on the show day. Your company will 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.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 Marquee Sponsor, the fee is \$6,000.00 made payable to **Bowie Bear Marketing**.

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:

- 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.
 - 10 days of radio on C97.7 FM 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.
 - Title Sponsor will be featured on our on- site signage.
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- **Please Note**
 - If you do not have a banner, our Bowie Bear Banner Service will provide one through our marketing partner, RHP Marketing Services. Contact Robert Payne @ 403-272-0413. Delivery is free.

DRESS CODE Alert!!

No Jeans or Baseball Caps

Thank you to everyone for dressing up for this special event.

Click [here](#) to view last year’s event (2022).

Brianna Bowie,
Event Host/President
403 366-085