



2024 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 8th annual event, and it will be held at an exciting new and bigger location, The [Valley Ridge Golf Course](#). [Mark the date on November 5th, 2024, from 12:00 pm – 5:00 pm..](#) We like to call this private builder industry event a “*Builder Shopping Mall*.” Trades and sponsors call it a sales man’s Christmas. It is truly one of the only events of its kind in the city. We are currently rated the *number 1* private show in the building industry.

We feature 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 400 builders to attend this event and *The Builder Block Expo* offers a completely complimentary 5-Star array of gourmet samplings served throughout the event all sponsored by Douglas Developments. We will be offering a complimentary glass of Champagne offered by Crowfoot Liquor. 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. Last year we had our first Million Dollar Deal made in the show.

Sponsor Opportunity

Your company has a unique opportunity to be one of our *Title Sponsors* and will receive promotion to over 400 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. Ask about our Marquee Sponsor position. 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 400 builders. You will also be featured on the new and rebranded C97.7 FM 30 days prior to the event and featured on an all-day remote on show day. Your company will be included in our overall media campaign that includes television, newspaper, on-site signage 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 *The Big Brothers and Sisters.*" The Builder Block Expo is now partnering with Big Brothers and Sisters. Through our event I hope to create awareness and to raise funds that will help them 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 \$5,000.00 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. You can also go to www.builderblock.ca to pay by/debit/credit card. 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.
- 30 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
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Click [here](#) to view last year's event.

Brianna Bowie,

Event Host/President

403 366-0850