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**SPORT CARD &  
MEMORABILIA  
EXPO** **MAY 4-6 | 2018**

# 2018 Sports Card & Memorabilia Expo

# Sponsorship Menu

## WHO WE ARE:

Sport Card & Memorabilia Expo is Canada's largest and longest running sports collectables show. Meet guests and get autographs from hockey and other sports legends. Shop over 400 dealers & corporate booths and find rare cards & sports memorabilia from over 100,000 square feet of expo space.

# TABLE OF CONTENTS

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|                            |    |
|----------------------------|----|
| TABLE OF CONTENTS          | 2  |
| PRESENTING SPONSOR         | 3  |
| OFFICIAL MEMORABILIA       | 4  |
| AUCTION SPONSOR            | 4  |
| OFFICIAL TRADING           | 5  |
| CARD SPONSOR               | 5  |
| OFFICIAL JERSEY            | 6  |
| PARTNER/RETAILER           | 6  |
| THE STAGE OF               | 7  |
| HEROES SPONSOR             | 7  |
| COLLECTABLE CRAFT          | 8  |
| BREWERS SPONSOR            | 8  |
| OFFICIAL MEDIA             | 9  |
| PARTNER                    | 9  |
| OFFICIAL WIFI SPONSOR      | 10 |
| A LA CART SPONSORSHIP MENU | 11 |

# PRESENTING SPONSOR

# \$70,000

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## 1 FULL SEASON - SPRING & FALL SHOW

- ✓ Exclusive Presenting Sponsor for one full season of Show (Spring and Fall Show)
- ✓ Listed as Presenting on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, radio, social, and digital marketing will contain the phrase “presented by (presenting brand)”
- ✓ Listed as Presenting Sponsor on all Web and Social Properties (logos and required marketing collateral to be provided by presenting sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed
- ✓ 50-inch digital displays (Commercial to be supplied by sponsor)
- ✓ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero’s during down times and before any programming on the stage in rotation with other commercials.
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Logo in Sponsorship section of the website with link to brief description of company and link to the to sponsors site (Sponsor to provide Logo)
- ✓ The opportunity to have 8 x 4x4 floor branded floor sticker in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ Sponsor will have the opportunity to hang 2 x 10 x 3 hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have to opportunity to have up to a 20x30 premium booth space
- ✓ The sponsor will have the opportunity to have four standard pop up banners placed throughout the Expo venue (pop up banners to be provided by sponsor)
- ✓ Sponsors will be provided with 30 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 60 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as presenting sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year

# OFFICIAL MEMORABILIA AUCTION SPONSOR

## \$15,000

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### 2018 SPRING SCME

- ✔ Official Memorabilia Auction Sponsor 2018 Spring SCME
- ✔ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✔ Listed as Official Memorabilia Auction Sponsor on the website in the sponsorship section (logos and required marketing collateral to be provided by presenting sponsor)
- ✔ Logo in Sponsorship section of the website with link to brief description of company and link to the sponsors site (logo to be provided by sponsor)
- ✔ The opportunity to have 2 x 4x4 floor branded floor sticker in high traffic areas of the show (stickers to be supplied by sponsor)
- ✔ Sponsor will have the opportunity to hang 1 x 10 x 3 hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✔ Sponsor to be featured in at least 2 Newsletters for each event
- ✔ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✔ The sponsor will have to opportunity to have a up to a 10x20 premium booth space
- ✔ Sponsors will be provided with 10 VIP tickets for staff and special guest
- ✔ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✔ Sponsor will be presented with a 25% family and friends discount code
- ✔ Sponsor will be listed as Official Memorabilia Auction sponsor in all media releases
- ✔ Sponsor will have first right of refusal for the following Year

# OFFICIAL TRADING CARD SPONSOR

## \$20,000

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### 2018 SPRING SCME

- ✔ Official Trading Card Sponsor 2018 Spring SCME
- ✔ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✔ Listed as Official Trading Card Sponsor Sponsor on the website in the sponsorship section (logos and required marketing collateral to be provided by presenting sponsor)
- ✔ Logo in Sponsorship section of the website with link to brief description of company and link to the sponsors site (logo to be provided by sponsor)
- ✔ The opportunity to have 2 x 4x4 floor branded floor sticker in high traffic areas of the show (stickers to be supplied by sponsor)
- ✔ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be provided by sponsor)
- ✔ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero's during down times and before any programming on the stage in rotation with other commercials.
- ✔ Sponsor will have the opportunity to have a hand out to at the front door
- ✔ Sponsor will have the opportunity to hang 1 x 10 x 3 hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✔ Sponsor to be featured in at least 2 Newsletters for each event
- ✔ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✔ The sponsor will have to opportunity to have up to a 10x20 premium booth space
- ✔ Sponsor will be provided with 10 VIP tickets for staff and special guest
- ✔ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✔ Sponsor will be provided with a 25% family and friends discount code
- ✔ Sponsor will be listed as Official Trading Card sponsor in all media releases
- ✔ Sponsor will have first right of refusal for the following Year

# OFFICIAL JERSEY PARTNER/RETAILER

# \$15,000

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## 2018 SPRING SCME

- ✓ Official Jersey Partner of 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as Official Trading Card Sponsor Sponsor on the website in the sponsorship section (logos and required marketing collateral to be provided by presenting sponsor)
- ✓ Logo in Sponsorship section of the website with link to brief description of company and link to the sponsors site (logo to be provided by sponsor)
- ✓ The opportunity to have 2 x 4x4 floor branded floor sticker in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be provided by sponsor)
- ✓ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero's during down times and before any programming on the stage in rotation with other commercials.
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1 x 10 x 3 hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have to opportunity to have up to a 10x20 premium booth space
- ✓ Sponsor will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Memorabilia Auction sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year
- ✓ The Sponsor will have the opportunity to provide with up to 50 giveaways for promotion leading up to the event for giveaways

# THE STAGE OF HEROES SPONSOR

# \$10,000

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## 2018 SPRING SCME

- ✓ The Stage of Heroes Sponsor 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and -Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as The Stage of Heroes Sponsor on the website in the sponsorship section (logos and required marketing collateral to be provided by presenting sponsor)
- ✓ Logo in Sponsorship section of the website with link to brief description of company and link to the sponsors site (logo to be provided by sponsor)
- ✓ The opportunity to have 2 x 4x4 floor branded floor sticker in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be supplied by sponsor)
- ✓ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero's during down times and before any programming on the stage in rotation with other commercials.
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1 x 10 x 3 hung over the top of the Stage of Heroes (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have to opportunity to have up to a 10x20 premium booth space
- ✓ Sponsor will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Memorabilia Auction sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year

# COLLECTABLE CRAFT BREWERS SPONSOR

## \$7,500

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### 2018 SPRING SCME

- ✓ The Official Beer of the 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as The Collectible Craft Brewer Sponsor on the website in the sponsorship section (logos and required marketing collateral to be provided by presenting sponsor)
- ✓ Logo in Sponsorship section of the website with link to brief description of company and link to the sponsors site (logo to be provided by sponsor)
- ✓ The opportunity to have 2 x 4x4 floor branded floor sticker in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ 15-second commercial/slideshow (no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be supplied by sponsor)
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1 x 10 x 3 hung over the top of The Collectible Brewers Sampling Area (banner to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Top Shelf service in all bars set up on the show floor at the SCME
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have to opportunity to have up to a 10x20 premium booth space
- ✓ Sponsors will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Collectible Craft Brewer sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year



# OFFICIAL MEDIA PARTNER

# \$20,000

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## 2018 SPRING SCME

- ✓ The Official Media Partner of the 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as The Collectible Craft Brewer Sponsor on the website in the sponsorship section (logos and required marketing collateral to be provided by presenting sponsor)
- ✓ Logo in Sponsorship section of the website with link to brief description of company and link to the sponsors site (logo to be provided by sponsor)
- ✓ 15-second commercial/slideshow (no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be provided by sponsor)
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1 x 10 x 3 hung over the top of The Collectible Brewers Sampling Area (banner to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have to opportunity to have up to a 10x20 premium booth space
- ✓ Sponsors will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Media Partner sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year

# OFFICIAL WIFI SPONSOR

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**\$15,000**

## 2018 SPRING SCME

- ✓ Includes being listed as the Official Wifi Sponsor on website and all
- ✓ press releases.
- ✓ Splash page for your product or site for anyone who
- ✓ signs on to the free wifi.
- ✓ 1 x 10 x 4 Banner hung in prominent area of the show floor
- ✓ Logo in sponsorship section of the website.

# A LA CART SPONSORSHIP MENU

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|  |                          |
|--|--------------------------|
| <b>Souvenir Bag Sponsorship</b><br>Exclusive Logo on bags handed to all guest at the entrance of the event   | <b>\$7,500</b>           |
| <b>10x3 Banner</b>   | <b>\$1,500</b>           |
| <b>Full Page in Show Magazine</b>  | <b>\$1,000</b>           |
| <b>Half Page</b>   | <b>\$500</b>             |
| <b>Quarter Page</b>  | <b>\$250</b>             |
| <b>4x4 Floor Sticker</b>   | <b>\$500</b>             |
| <b>15 Second Commercial (without sound)</b><br>Played of 8 strategically placed 50-inch digital displays   | <b>\$1,500</b>           |
| <b>30 Second Commercial (with sound)</b><br>Played on the Stage of Heroes large screen in rotation during dark time and leading into all show programming on the stage | <b>\$2,500</b>           |
| <b>Front Door Handouts</b>   | <b>\$2,000</b>           |
| <b>Roaming Brand/Marketing Activation</b><br>\$2000 team of 2, \$4000 team of 4, \$6000 team of 8  | <b>\$2,000 - \$6,000</b> |
| <b>Logo in Sponsorship Section of the Website</b>  | <b>\$3,000</b>           |
| <b>Enhanced Website Listing</b>  | <b>\$1,000</b>           |