



PRESENTING SPONSOR

2018 Ducks Unlimited Great Northwest Outdoor Expo

Ford Idaho Center, Nampa, Idaho

June 29-July 1

Show Hours: Friday Noon - 8 PM

Saturday 9 AM - 8 PM, Sunday 9 AM - 5 PM



Exclusive Positioning Rights

- Sponsor positioned as “Ducks Unlimited Great Northwest Outdoor Expo,” presented by company/brand
- Right to use Expo logo in advertising and promotions between May 28-July 1, 2018*
- Presenting Sponsor’s name integrated into the Expo logo

Media Benefits

- Presenting Sponsor recognition in one full-page Expo promotional ad in the May/June 2018 issue of *Ducks Unlimited* magazine*
- Editorial recognition in the March/April 2018 issue of the *Ducks Unlimited* magazine*
- Presenting Sponsor-supplied logo and video link on www.ducks.org/NWExpo *
- Presenting Sponsor-supplied banner ad on www.ducks.org/NWExpo *
- 5 Presenting Sponsor-supplied and Expo approved messages posted on Expo’s YouTube channel*
- Recognition in press releases and other promotional collateral*
- Complimentary Presenting Sponsor-supplied full-page, 4- color ad in the Expo directory*
- Inclusion in four regional e-blasts designed to promote the Expo – May 28-July 1, 2018*
- Inclusion in major pre-event regional advertising and promotion: television, radio, newspaper, outdoor billboard and other purchased media*
- Inclusion in social media marketing*

Onsite Benefits

- Recognition on Expo signage*
- Placement of 25 client-supplied banners (subject to size restrictions)
- 100 one-day Expo passes
- 10 Presenting Sponsor PA recognition announcements per day during Expo
- 30 Presenting Sponsor Expo credentials and parking passes
- 8 tickets to the VIP dinner being held Saturday night
- Access to Expo business center and lounge
- Inclusion in VIP dinner program
- Recognition on seminar stage at Expo*

Display Benefits

- 600 square feet in a preferred location – additional space discount up to 50% off
- Direct marketing opportunity - premium distribution to Expo attendees



Investment - \$30,000



Important Dates

Sponsor commitment	12/1/2017
Logo submission for print and social media	12/15/2017
Elements for Expo's dedicated website (banner/logo/links/video/text)	1/2/2018
Expo's YouTube co-promotion videos	2/1/2018
Supplied advertisement for Expo directory/program	3/13/2018
Certificate of Insurance	5/2/2018
Event Banners	6/1/2018

*Due to lead times, deadline dates, and the date of acceptance of an application, advertising mentions and preferred locations may not be available.