



PRESENTING SPONSOR

2019 Ducks Unlimited Great Northwest Outdoor
Expo Ford Idaho Center, Nampa, Idaho
June 7 - 9, 2019
Show Hours: Friday 3PM - 8 PM
Saturday 10 AM - 7 PM, Sunday 10 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 January 1-June 9, 2019*
- Presenting Sponsor’s name integrated into the Expo logo

Media Benefits

- 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 1 -June 9, 2019*
- 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	2/1/2019
Logo submission for print and social media	2/15/2019
Elements for Expo's dedicated website (banner/logo/links/video/text)	3/2/2019
Expo's YouTube co-promotion videos	4/1/2019
Supplied advertisement for Expo directory/program	4/13/2019
Certificate of Insurance	5/2/2019
Event Banners	6/1/2019

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