

# ADVERTISING OPPORTUNITIES

Be part of our biggest  
celebration yet!

the town of  
Conception  
Bay South





An aerial photograph of a coastal town at dusk. The town is nestled between a large body of water and a range of mountains. The sky is a mix of blue, purple, and orange, indicating the time is either dawn or dusk. The town's lights are visible, and the water reflects the sky's colors. The mountains in the background are silhouetted against the bright sky.

# CELEBRATING FIFTY YEARS OF COMMUNITY.

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**2nd** largest  
municipality  
in NL

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**+ 27,000**  
population

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**43 years**  
median age

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**9** amalgamated  
communities

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## SPONSOR. ADVERTISE. CELEBRATE.

Take advantage of our various opportunities to generate substantial awareness for your company, product, or service. Advertise with us in 2023!

Because it is our anniversary year – we are going BIGGER and BETTER with our plans. As the second-largest municipality in the province, you can be a part of our many well-attended and exciting events.

Located just outside the bustling capital city of St. John's, Conception Bay South is a top destination for nature enthusiasts like hikers, divers, and sailors, and is a location of choice to raise young families. There's no place on earth that's perfect, but for the best possible mix of urban and rural living, we come pretty close.

Our town features pristine hiking trails – including the starting point of the world-renowned East Coast Trail – beautiful marinas, top tourist attractions like Topsail Beach Rotary Park and the Manuels River Hibernia Interpretation Centre, and spectacular ocean views. All of this is set alongside excellent recreation facilities, schools, a commercial port, an industrial park, and a thriving business sector.

Conception Bay South plays host to numerous can't-miss festivals, events, and family activities throughout the year. We are delighted to provide you with opportunities to get involved.

To sponsor or advertise with us, a business must be registered in its respective municipality. Businesses are registered in Conception Bay South if they are listed in the Town's online Business Directory: [www.cbsbusiness.ca](http://www.cbsbusiness.ca)

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Winterfest

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Sports Awards Banquet

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Seniors Socials

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Kelligrews Soiree

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3 Hour Challenge

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Sunday Family Skating

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Canadian Forces  
Snowbirds Airshow

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Town Maps

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# WINTERFEST

Winterfest is our highly-anticipated winter festival!

Our goal is to make this community celebration affordable, accessible, and fun.

Thanks to our wonderful business and community partners, most Winterfest events are completely free. Your business can be part of this exciting festival through our various sponsorship opportunities.




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**9 days**  
of indoor and  
outdoor fun

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**40 +**  
events &  
activities

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# WINTERFEST

**Dates: February 10-19, 2023**

**Sponsorship Deadline: January 23, 2023**

Contribution Amount:      Platinum Sponsor  
   Gold Sponsor  
   Silver Sponsor



**Platinum Sponsor**      Contribution Option #1      \$1,000 cash  
   Contribution Option #2      \$500 cash + \$1,000 or greater in-kind contribution  
   (at the discretion of the Winterfest Committee)

- Company recognition promoted on Town's website and social media accounts.
- On-site recognition as a Winterfest sponsor.
- Sponsorship recognition printed in The Shoreline News.
- Company logo displayed on the Winterfest welcome banner, placed at major events.
- Permission to place company banner on-site (exact location to be chosen).
- Company logo included on specific Winterfest materials.
- Certificate of appreciation.

**Gold Sponsor**      Contribution Option #1      \$500 cash  
   Contribution Option #2      \$250 cash + \$500-\$999 in-kind contribution  
   (at the discretion of the Winterfest Committee)

- Company recognition promoted on the Town's website and social media accounts.
- Permission to place company banner on-site (exact location to be chosen).
- Company logo included on specific Winterfest materials.
- Certificate of appreciation.

**Silver Sponsor**      Contribution Option #1      \$200 cash  
   Contribution Option #2      \$100 cash + \$250-\$499 in-kind contribution  
   (at the discretion of the Winterfest Committee)

- Company recognition promoted on the Town's website and social media accounts.
- Certificate of appreciation.





# SPORTS AWARDS BANQUET

**Date: February 23, 2023**

**Sponsorship Deadline: January 27, 2023**

Contribution Amount:      \$500

Help us recognize our outstanding sports community.  
Awards are presented in the following categories:

- Junior Male Athlete of the Year
- Junior Female Athlete of the Year
- Senior Male Athlete of the Year
- Senior Female Athlete of the Year
- Coach of the Year
- Team of the Year
- Executive of the Year

Your sponsorship will be recognized during the presentation of the award. Sponsors will also be invited to send one representative to present the award at the Award Ceremony. Sponsors will not have influence on award selection.

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**Celebrate**  
our top talent

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**7**  
award categories

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**1**  
unforgettable  
evening

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# SENIORS SOCIALS

**Dates: March, May, October, December**

**Sponsorship Deadline: Ongoing**

Contribution Amount:      \$1,000 per event

Throughout the year, the Town hosts themed socials, free of charge, for seniors in Conception Bay South. The events include lunch and an afternoon of dancing with musical entertainment. Socials include:

- St. Patrick's Day
- Spring Fling
- Halloween
- Christmas

Your sponsorship will be recognized during the advertising of the event. For example: Seniors St. Patrick's Day Social, sponsored by BUSINESS NAME. Advertising includes social media, print ad in The Shoreline News, and verbal recognition at the event. Your logo will be included in advertising. Sponsors will also be invited to serve lunch to seniors during the event, if desired.







# KELLOGREWS SOIREE

Showcase your business during Conception Bay South's annual summer festival filled with family and fun!

This week-long festival showcases the amazing talent and culture of the region. Its jam-packed schedule has turned this event into a top-level attraction that brings people to our community every year.

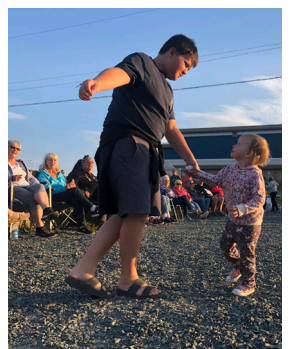
The schedule includes concerts, family fun days, and so much more.



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The Kelligrews Soiree goes back more than **60 years**

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Designated as a **municipal heritage event**

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# KELLIGREWS SOIREE

**Dates: July 8 -14, 2023**

**Sponsorship Deadline: April 28, 2023**

Contribution Amount:      Platinum Sponsor  
   Gold Sponsor  
   Silver Sponsor



## **Platinum Sponsor**

Contribution Option #1      \$1,000 cash  
Contribution Option #2      \$500 cash + \$1,000 or greater in kind contribution  
(at the discretion of the Kelligrews Soiree Committee)

- Verbal recognition during Kelligrews Soiree activities.
- Company recognition promoted on Town's website and social media accounts.
- Company logo displayed on the welcome banner, placed at major events.
- Exclusive products on-site (unless a conflict exists with one of the Town's long-term agreements).
- Negotiated number of complimentary tickets to events with an admission charge.
- Permission to place company banner on site (exact location to be chosen).
- Certificate of appreciation.

## **Gold Sponsor**

Contribution Option #1      \$500 cash  
Contribution Option #2      \$250 cash + \$500-\$999 in-kind contribution  
(at the discretion of the Kelligrews Soiree Committee)

- Company recognition promoted on Town's website and social media accounts.
- Permission to place company banner on-site (exact location to be chosen).
- Negotiated number of complimentary tickets to events with an admission charge.
- Certificate of appreciation.

## **Silver Sponsor**

Contribution Option #1      \$200 cash  
Contribution Option #2      \$100 cash + \$250-\$499 in-kind contribution  
(at the discretion of the Winterfest Committee)

- Company recognition promoted on Town's website and social media accounts.
- Certificate of appreciation.



# 3 HOUR CHALLENGE

**Date: June 3, 2023**

**Sponsorship Deadline: April 21, 2023**

Contribution Amount:      \$500

Conception Bay South is known for its stunning trails, breathtaking ocean views and green spaces. The 3 Hour Challenge is an annual event where residents and businesses dedicate three hours to clean-up our community and help keep it beautiful.

Event participants receive a clean-up kit which includes items like gloves, bags, and a t-shirt. Your logo will be printed on the back of all t-shirts (approximately 800) and included in social media posts. After the community clean-up, participants come together for an afternoon appreciation celebration filled with community pride.

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3 hour clean-up from  
**9 am - 12 pm**

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Approximately **800**  
participants wearing  
your company logo

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# SUNDAY FAMILY SKATES

**Date: Sundays during ice season**  
**Sponsorship Deadline: Ongoing**

Contribution Amount: \$500 + HST per skate

Get recognized while promoting a healthy lifestyle. Sponsor a Family Skate at Conception Bay South Arena. Skates occur during the regular ice season on Sunday from 1:00 - 1:50 pm. Applications to sponsor a skating session must be received at least two weeks prior to the requested date.

As a sponsor, you have the opportunity to set up a table during the skate to provide information and advertise your business. This opportunity is not available for private hire; the skate activity cannot be changed or interrupted.

Sponsorship will be recognized during advertising of the event. For example: "Free Sunday Family Skate, sponsored by BUSINESS NAME". Advertising will include social media, Town website and print ad in The Shoreline News. Your logo to be included in advertising.

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State-of-the-art arena, which features an **NHL regulation-sized ice surface** and a walking track open to the public free of charge.

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# CANADIAN FORCES SNOWBIRDS AIRSHOW

Be part of one of the most highly anticipated events of the summer. The Snowbirds are coming to Conception Bay South with their dedicated team of aerobatic show pilots.

The Snowbirds signature nine jet precision formation flying will bring in spectators from near and far. This is a unique opportunity to advertise your business through a show-stopping event!

Limited opportunities are available to ensure maximum exposure for our sponsors. Don't miss out!



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In 2016, Conception Bay South was the only community in NL to host the Snowbirds, **attracting thousands of spectators.**

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The Town was recognized with the **Best Show of the Year Award** upon conclusion of the 2016 Snowbirds season.

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# SNOWBIRDS AIRSHOW

**Date: June 24, 2023**

**Sponsorship Deadline: April 28, 2023 at 2:00 pm**

Contribution Amount:      Major Sponsor (Limit of 5)  
   Gold Sponsor (Limit of 10)  
   Silver Sponsor (Limit of 20)  
   Bronze Sponsor

**Major Sponsor**      Contribution Option #1      \$5,000 cash  
                                 Contribution Option #2      \$5,000 any combination of cash/products/services

- Exclusive sponsorship among your competitors.
- Company logo included on promotional materials for the event.
- Social media recognition.
- Permission to place company signage on-site (exact location to be chosen).
- Permission to distribute company products/information during the event.
- Two VIP invitations to meet the Snowbirds.
- Certificate of appreciation.
- Souvenir photo of Snowbirds to display at your place of business.

**Gold Sponsor**      Contribution Option #1      \$4,000 cash  
                                 Contribution Option #2      \$3,500 any combination of cash/products/services

- Company name included on promotional materials.
- Social media recognition.
- Permission to place company signage on-site (exact location to be chosen).
- Certificate of appreciation.
- Souvenir photo of Snowbirds to display at your place of business.

**Silver Sponsor**      Contribution Option #1      \$2,500 cash  
                                 Contribution Option #2      \$2,000 any combination of cash/products/services

- Company name included on promotional materials.
- Permission to place a company signage on-site (exact location to be chosen).
- Certificate of appreciation.

**Bronze Sponsor**      Contribution Option #1      \$1,000 cash  
                                 Contribution Option #2      \$1,000 any combination of cash/products/services

- Company name included on promotional materials.
- Certificate of appreciation.

# TOWN MAPS

## Conception Bay South Tourism Map

**Deadline: March 31, 2023**

Cost: \$1,500 (sole sponsorship opportunity)

The Conception Bay South Tourism Map is a go-to source for quick information on visitor experiences, events, and food and beverage locations in our community. Printed in a pad format in colourful 11" x 17" gloss paper, these maps are placed at various tourism hot spots, town facilities, local food and beverage establishments, service stations, convenience stores, and indoor visitor attractions. One prime advertising opportunity is available for a company to display their logo (in white only) in the top left corner of the map.

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**2,000- 2,500**

Tourism Maps  
distributed  
annually

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## Conception Bay South Town Map

**Deadline: April 30, 2023**

Cost Amount: \$200 per space

The Conception Bay South Town Map is an annual, double-sided publication that combines a 39" x 27" street map with an expanded traveller's guide. The Town map showcases points of interest and includes detailed information on local trails, top attractions, and visitor experiences.

This map is utilized as the Town's primary tourism brochure, and is distributed to all Provincial Visitor Information Centres. These maps are also placed at various tourism hot spots, town facilities, local food and beverage establishments, service stations, convenience stores, and indoor visitor attractions.

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**4,000- 5,000**

Town Maps  
distributed  
annually

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Attract new customers and stand out from your competitions promoting your business on the Town Map. There are 17 advertising spaces available.

View these maps on our website:  
[www.conceptionbaysouth.ca/explore/things-to-do/](http://www.conceptionbaysouth.ca/explore/things-to-do/)



# DISCOVER CONCEPTION BAY SOUTH.

A growing community on the edge of nature.

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**6** elementary schools

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**4** junior high & high schools

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**4** post-secondary institutions

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**650 million years** of geological history at Manuals River

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**20 km** of groomed trails + countless nature walks

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**1** central community park

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**2** marinas + public boat launches

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**1** Royal Newfoundland Yacht Club

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**50** playgrounds/leisure spaces

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the town of  
Conception  
Bay South



# Get in touch!

[recreation@conceptionbaysouth.ca](mailto:recreation@conceptionbaysouth.ca)

709.834.6500 ext.601

[www.conceptionbaysouth.ca/fifty](http://www.conceptionbaysouth.ca/fifty)