

# FunnyFest Sponsorship Package 2020

20th Annual FunnyFest Calgary Comedy Festival Society, November 19 to 29



- Western Canada's Largest Comedy Event • Fantastic Promotion & Advertising vehicle
- Over 150 shows per year • Volunteer Produced • Comedy Workshops • Community Donations

<b>SPONSORSHIP BENEFITS</b>	<b>Title</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>Advertising – Print</b>				
<ul style="list-style-type: none"> <li>• Restobar posters – 30 restaurants</li> <li>• Calgary Herald – 8 full colour ads</li> <li>• Calgary Sun – 10 full colour ads</li> <li>• Avenue Magazine – 1 pg full colour</li> <li>• Alberta Venture, Calgary Inc, Business in Calgary - 1/2 page ads</li> <li>• Tourism Cal.; travel mags, newsletters – 1/4 pages ads</li> <li>• Beatroute Magazine – 1 page full colour</li> </ul>	Title Recognition + logo + copy	Platinum level logo recognition	Gold level logo or name recognition	
<b>Promotions – Inclusion in print materials</b>				
<ul style="list-style-type: none"> <li>• Posters – 600</li> <li>• Handbills – 50,000</li> <li>• Table-talkers at event x 42 showcases</li> <li>• Brochures – 30,000</li> </ul>	Title recognition	Platinum level logo recognition	Gold level logo or name recognition	Silver level logo or name recognition
<b>Promotions – website – funnyfest.com</b>				
<ul style="list-style-type: none"> <li>• FunnyFest site – Splash page full year</li> <li>• FunnyFest site – Sponsor page full year</li> <li>• Hyperlink &amp; contest sponsor</li> </ul>	Title recognition	Platinum level logo recognition	Gold level logo or name recognition	Silver level logo or name recognition
<b>Promotions – Around Calgary</b>				
<ul style="list-style-type: none"> <li>• Promotions team tour Calgary stopping in populated areas to promote the Festival - 30,000 hand bills distributed</li> </ul>	Title recognition and verbal mention	Platinum level logo recognition	Gold level logo or name recognition	Silver level logo or name recognition
<b>Promotions – At events/venues*</b>				
<ul style="list-style-type: none"> <li>• MC mention of sponsors at event</li> <li>• Banners/signage at all venues</li> <li>• Live announcements</li> </ul>	Title recognition and verbal mention	Platinum level logo recognition	Gold level logo or name recognition	
<b>Promotions – Inclusion in all other</b>				
<ul style="list-style-type: none"> <li>• Media Launch</li> <li>• News Releases</li> <li>• Volunteer &amp; sponsor mail out</li> </ul>	Title recognition and verbal mention	Platinum level logo recognition	Gold level logo or name recognition	
<b>Advertising – Radio</b>				
<ul style="list-style-type: none"> <li>• CJAY 92 – 20, 10 sec. spots</li> <li>• VIBE FM – 15, 30 sec. spots</li> <li>• JACK FM – 30 x 30 sec spots</li> <li>• LITE 96 FM – 40 x 30 sec spots</li> <li>• FAN 960 AM – 50 x 30 sec spots</li> </ul>	All spots	30 sec. spots		
<b>Promotions – Database</b>				
<ul style="list-style-type: none"> <li>• Calgary Email – 120,000 contacts</li> <li>• FunnyFest email–21,400 x weekly</li> </ul>	Title recognition	Platinum level recognition		

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SPONSORSHIP BENEFITS	Title	Platinum	Gold	Silver
<b>Promotions - Online</b>				
<ul style="list-style-type: none"> <li>Radio site – Contest page x 3</li> <li>Radio site – Listing on events page x 3</li> <li>Social Media – Contests x 10</li> </ul>	Title recognition			
<b>Promotions – Inclusion in all radio</b>				
<ul style="list-style-type: none"> <li>Jack FM &amp; Amp Radio – on-air contest</li> <li>The Fan 960 &amp; Amp Radio – on-air contest</li> <li>Lite 960 – helicopter traffic report</li> </ul>	Title recognition			
<b>Tickets</b>				
<ul style="list-style-type: none"> <li>Tickets to any showcase</li> </ul>	<b>4000 (80 k)</b>	<b>1000 (20k)</b>	<b>600 (12 k)</b>	<b>300 (6 k)</b>
<b>Gift Certificates</b>				
<ul style="list-style-type: none"> <li>FUNNY MONEY Gift certificates to be redeemed for comedy shows</li> </ul>	\$35,000	\$10,000	\$5000	\$2,000
<b>Charity Donation:</b>				
<ul style="list-style-type: none"> <li>We understand the importance of community investment; we will donate admission tickets to your charity of choice.</li> </ul>	800 (value \$16,000)	200	100	50
<b>Private Showcases</b>				
<ul style="list-style-type: none"> <li>Private showcases for your use</li> </ul>	3	1		
<b>Total Return on Investment</b>	<b>\$385,000</b>	<b>\$250,500</b>	<b>\$51,500</b>	<b>\$25,550</b>

**Friend of FunnyFest Sponsor** | Own of 1 **FUNNYFEST** show **November 19 to 29 & 100 tix = \$5000**

\* In addition to the FunnyFest, 6 other events are happening across Canada throughout 2019.

**The title sponsor will be included in all media, promotional materials and showcases.**

### Title Sponsor Benefits Only:

Event name	Dates
FunnyFest Canada Tour **	July, August & September, 2020 and 2021
FunnyFest Monthly Comedy Series	12 monthly showcases in Calgary
FunnyFest Halloween Howler	October 31, 2020
FunnyFest Christmas Comedy Festival	December 15 to 19, 2020
FunnyFest New Year's Eve Comedy Extravaganza	December 31, 2020
FunnyFest Comedy Competition – 20th Annual	<b>October 15 to 24, 2020</b>
<b>FUNNYFEST Calgary Comedy Festival</b>	<b>November 19 to 29, 2020</b>
<b>Total value: \$255,000</b>	

### Additional Sponsor Programming Options:

Event name	Dates	Cost Per Showcase
"Corporate Theme" Showcase	<b>November 19 to 29</b>	\$3500
"Free Funny" Showcase	<b>November 19 to 29</b>	\$500
"HOST VENUE" Showcase	<b>November 19 to 29</b>	\$2000
FunnyFest Show – any other	Ongoing year round	\$1500

\*\* FunnyFest Canada Tour – Title sponsor eligible for ALL shows as sponsor

**FOR FURTHER INFORMATION PLEASE CONTACT: FunnyFest Calgary Comedy Festival Society**

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[www.funnyfest.com](http://www.funnyfest.com)