

# Lindsay Train Show

(April 7th & 8th, 2018)

## Sponsorship Opportunities



### Get on track as a Lindsay Train Show Sponsor

#### Sponsorship Levels:

##### STEAM ENGINEER SPONSOR —\$1000

- Acknowledgment on social media, local newspapers, & website
- Logo on show posters
- Your banner in prime location at the show
- 8 Train Train Show Ticket

##### DIESEL ENGINEER SPONSOR \$700

- Acknowledgment on social media, local newspapers
- Logo on poster and website
- 4 Train Show Tickets

##### CONDUCTOR SPONSOR \$500

- Logo on posters
- Acknowledgment on social media, local newspapers, & website
- 2 free Train Show Tickets

##### BRAKEMAN SPONSOR \$250

- Acknowledgment on social media, local newspapers, & website
- Recognition during The Train Show
- 2 free show Tickets

##### SWITCHMAN SPONSOR \$100

- Acknowledgement at the show & on website

##### CAR ATTENDANT SPONSOR \$50

- Acknowledgement on website



## ***Lindsay & District Model Railroaders***

### ***Get on Track as a Lindsay Train Show Sponsor!***

#### **Benefits of Becoming a Sponsor**

##### **Raise Brand Awareness:**

This goes without saying. Businesses sponsor events because it puts their brand in the spotlight for the event. It may not mean a financial gain for the company, but it certainly puts the brand in front of people. It creates positive PR and raises awareness of the organization and enhances brand credibility.

##### **Emotional Connection:**

People often spend with their heart. Making an emotional connection to purchases builds brand loyalty. Seeing your brand connected to nonprofit drives this connection for consumers. Quite simply, it shows your brand cares enough to get involved at the community level. Your brand becomes more appealing.

##### **Media Exposure:**

Many nonprofit organizations do what they can to drive media to their events. The benefit, of course, is the free 'earned media' exposure your brand could potentially receive. This can expose your brand to far more consumers than those simply taking part in the event itself. BBB's Top 10 Scams, for example, is seen by millions across Canada thanks to media coverage.

##### **Swag:**

Most nonprofits have no problem with your brand giving away any 'swag' or 'freebies' and promotional materials to enhance the experience with your brand. It potentially allows you to test market a product before investing in a larger marketing campaign.

##### **Marketing:**

When a sponsor comes on board it's largely expected that they (depending on the contract) would be included in the nonprofit's other marketing collateral that surrounds the event. This can involve brochures, banners, website updates and social media posts.

##### **Direct Benefits:**

- A sponsorship lasts for a full year of Internet Exposure on the Lindsay Train Show website ([www.lindsaytrainshow.ca](http://www.lindsaytrainshow.ca)) and on The Lindsay and District Model Railroaders website ([www.ldmr.org](http://www.ldmr.org)) with links to your websites.
- Your logo and Business name on our Show Flyers.
- During the show and throughout the year, we aggressively encourage our visitors, the public and our members to support our sponsors.

# Lindsay Train Show

## SPONSORSHIP AGREEMENT

Please print all names legibly and exactly as they should appear in all publications.

Company	Organization	Individual
Name		
(as it is to appear in print)		
Contact		
Address		
City		Prov.
Postal		
Phone		
Email		

Please send check made payable to the Lindsay & District Model Railroaders (please note on check The Lindsay Train Show to credit your sponsorship).

Please fill out the level and type of sponsorship desired.

For Conductor level, please e-mail a jpeg file of your logo for promotional uses.

A Sponsorship Benefits page is available for your review.

*Signature of Donor*

*Date*

We thank you for this contribution and for your commitment to the support of The Lindsay Train Show.

**Sponsorship Level:** (please check one)

Steam Engineer \$1,000

Diesel Engineer \$700

Conductor \$500

Brakeman \$250

Switchman \$100

Car Attendant \$50

Please sign form and return to: **The Lindsay & District Model Railroaders**  
 45 Mohawk Dr.,  
 Lindsay, Ontario  
 K9V 0J6

If you have questions please contact 2018 Train Show Coordinator

Phone: 705-344-4321

Email: [trainshow@ldmr.org](mailto:trainshow@ldmr.org)

For Lindsay Train Show information:

[www.lindsaytrainshow.ca](http://www.lindsaytrainshow.ca)