

2020 Canadian Pole and Aerial Fitness Championship

Sponsorship Package



Hosted by:
The Canadian Pole Fitness Association

Saturday June 13th and Sunday June 14th, 2020
Toronto Pro Supershow
Metro Toronto Convention Center, North Building
255 Front St W, Toronto, ON M5V 2W6

About the 2019 Canadian Pole and Aerial Hoop Championship

We invite you to join the prestigious family of sponsors for the 11th annual CPFHAC in Toronto, Ontario on Saturday June 13th and Sunday June 14th at the Toronto Pro Supershow held inside the Metro Toronto Convention Centre!



An event as such typically attracts those in the dance and fitness communities as well as the general public who enjoy outstanding performances reminiscent of Cirque du Soleil. This tends to be an upper income, largely female audience of consumers, however male performers are now also entering this intense sporting activity. With our event being held at the Toronto Pro Supershow, our audience is multiplied 10 fold. This year's event is a qualifier for the 2021 Canadian Pole Fitness Championship where the Pro Division winner is automatically accepted to the

prestigious Arnold's in Columbus, Ohio!

This will be our fourth annual event held during the Toronto Pro Supershow – Canada's largest fitness expo. Our organization, however, hosts annual regional and national competitions with this being our tenth year.

The Canadian Pole Fitness Championship is an exciting annual event featuring the best pole and aerial hoop performers from across Canada. This is a highly anticipated event as our audience is limitless as the convention itself draws tens of thousands of attendees over the weekend. With 18 divisions, two shows we anticipate this year to draw an even larger crowd.



This year is even more spectacular as we added four new divisions: Aerial Hammock 1 and 2 and well as Floor Flow and Base Work 1 and 2!

Website

Our Website which is continuously being updated will provide with additional information on this event, and the Canadian Pole Fitness Association.

www.canadianpolefitnessassociation.com

Standard Media and Social Media

Both Standard Traditional Media (Newsletter, posters, mailouts), and Social Media (Facebook, Instagram) will be tracking this event, and any Sponsor will receive significant exposure as a result.

Internet Exposure

All Sponsors will also have their logo and information featured on the CPFA Website, and as mentioned will also receive Social Media links and coverage. The event will also be listed on the Toronto Pro Supershow website <http://www.torontoprosupershow.com/>

The Packages

Registration is now available:

* **By Phone:** call Elisabeth Magalhaes at (416) 419-5448

* **By Email:** info@canadianpolefitnessassociation.com

Sponsorship

- Sponsors will have their logo featured according to level, on the CPFA website up to and including end of December 2020
- Sponsors will be allowed to use their own social media to promote this event

Sponsorship Options

Package	Cost	Promotion Details
Platinum	\$500	<ul style="list-style-type: none"> • Sponsor is Featured on Floor next to the stage or at the CPFA booth (sponsor choice) • Sponsor responsible to provide stand up banner • Sponsors promo material to be placed in competitor swag bags • Regular mention of company and sponsorship by MC (10 mentions per day) • Sponsor featured on CPFA website as well as posted on Facebook and Instagram (4 times from date of sponsorship on social media) • Sponsor to provide artwork and links for web and social media posts
Gold	\$250	<ul style="list-style-type: none"> • Sponsor is Featured on Floor next to the stage or at the CPFA booth (sponsor choice) • Sponsor responsible to provide stand up banner • Sponsors promo material to be placed in competitor swag bags • Regular mention of company and sponsorship by MC (5 mentions per day) • Sponsor featured on CPFA website as well as posted on Facebook and Instagram (2 times from date of sponsorship on social media) • Sponsor to provide artwork and links for web and social media posts
Silver	\$150	<ul style="list-style-type: none"> • Sponsors promo material to be placed in competitor swag bags • Mention of company and sponsorship by MC (1 mention per day) • Sponsor featured on CPFA website as well as posted on Facebook and Instagram (1time from date of sponsorship on social media) • Sponsor to provide artwork and links for web and social media posts

Package	Cost	Promotion Details
Swag Bag	\$100	<ul style="list-style-type: none"> • Sponsors promotional material placed in competitor swag bags • Sponsor mentioned 1 time per day during show • Sponsor responsible to provide material for swag bags by May 1, 2018
Tank Top Sponsor	\$0 (cost of tank tops and printing)	<ul style="list-style-type: none"> • Sponsor responsible to print and provide competitor and volunteer tank tops with CPFA logo and competition title (specs to be discussed) • Sponsor can place logo on competitor tanks • Sponsor mentioned 5 times per show each day • Tank tops must be provided by May 1, 2018
Award Sponsor	Value \$100 min each	<ul style="list-style-type: none"> • Provide tangible prizes for competitors to receive on stage with their medals's • Sponsor listed on website and social media • Sponsor mentioned 1 time per day as well as when medals and prizes are awarded

