

BODKIN PRODUCTIONS 2020

CREATING MAGIC TOGETHER

SPONSORSHIP
PROSPECTUS



FOR MORE INFORMATION CONTACT:
SPONSOR@THESEARCHFORSANTA.CA

WHAT IS "THE SEARCH FOR SANTA"?

PARTICIPANTS CHOOSE FROM 3 DISTINCT PATHS, ALL WITH SPONSORSHIP OPPORTUNITIES



Search for Santa Scavenger Hunt

An digital scavenger hunt that takes people on a hunt for hidden Santas through the town of Banff.

NOV 21- JAN 3
DAILY



Storytime with Santa & Mrs. Claus

Storytime with Mrs. Claus and a surprise visit from Santa himself. Digital photos included.

NOV 21-DEC 13
WEEKENDS
DEC 19-24
DAILY



The Search for Santa

The ultimate personalized experience in a private setting with Santa. Digital photos and a small gift included.

NOV 21-DEC 13
WEEKENDS
DEC 19-24
DAILY

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HOW DOES IT WORK?

THE ENTIRE GOAL OF EACH OF THE SANTA EXPERIENCES IS TO GET PEOPLE INTO THE BUSINESSES OF BANFF!

THE SCAVENGER HUNT HAS BEEN CREATED SPECIFICALLY TO HELP COUNTERACT THE EFFECTS OF COVID-19 ON THE TOWN OF BANFF AND THE PEOPLE WHOSE LIVELIHOODS COUNT ON TOURISM REVENUE.

WE WILL CREATE A CUSTOM CLUE TO LEAD PARTICIPANTS TO THE SPONSOR'S PLACE OF BUSINESS. YOU DECIDE WHERE THE NEXT CLUE LIVES WITHIN YOUR WINDOW OR WITHIN THE STORE'S INTERIOR. IN FACT, WE'D LOVE YOUR INPUT TO PERSONALIZE THE CLUE AS MUCH AS POSSIBLE.

WE WILL GET PEOPLE IN YOUR BUSINESS BUT IN ORDER TO FURTHER CONNECT WITH THEM, WE SUGGEST PROVIDING INCENTIVES TO ENCOURAGE THEM TO RETURN. MAYBE A DISCOUNT CODE OR A SPECIAL OFFER JUST FOR PARTICIPANTS.

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PROJECTED FOOT TRAFFIC

THE SANTA EXPERIENCE BEGINS NOVEMBER 21ST AND CONTINUES UNTIL CHRISTMAS EVE. THE SEARCH FOR SANTA SCAVENGER HUNT WILL RUN UNTIL JAN 3RD. THESE PROJECTIONS ARE BASED ON TWO OF THE EXPERIENCES INVOLVING A "SEARCH" COMPONENT.

14

OF
PRIME DAYS

8

OF
HOURS/DAY

10

OF
FAMILIES/HR

6

OF
TEAM
MEMBERS

NOV 21 - JANUARY 3RD

**IMAGINE AN ADDITIONAL
6,720+ POTENTIAL CUSTOMERS
(JUST COUNTING WEEKENDS
AND SCHOOL HOLIDAYS)
INTO YOUR PLACE OF BUSINESS**

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SPONSORSHIP LEVELS

IN CONSIDERATION OF THE CURRENT ECONOMIC TIMES, WE HAVE KEPT OUR SPONSORSHIP OPPORTUNITIES AS LOW AS POSSIBLE. LIMITED OPPORTUNITIES AVAILABLE.

THE SPONSORSHIP DOLLARS WILL BE USED TO ENHANCE THE EXPERIENCE FOR THE GUESTS.

50% OF ANY NET PROFIT WILL BE GIVEN TO CHARITY!

	Platinum \$2500 Limited Quantities	Gold \$1500 Limited Quantities	Silver \$1000	Bronze \$750
Scavenger Hunt Tickets	20	10	4	2
Santa Group Visit	4	2		
Private Santa Visit	2	1		
Discount code for select tickets	✓	✓	✓	✓
Designated Scavenger Hunt Clue Site ¹	Inside Business	Inside Business	Inside Window	Inside Window
Logo, link & blurb on website	✓	✓	✓	✓
Logo on onsite Sponsor Signage	✓	✓	✓	✓
Logo in website footer	✓	✓	✓	✓
Logo on onsite Sponsor Signage	✓	✓	✓	✓
Company named in pre-event newsletter	✓	✓	✓	
Company named in pre-event emails	✓	✓	✓	
Blog post featuring business on website and promoted on social media	✓	✓		

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OTHER OPPORTUNITIES

IN ORDER TO CREATE BUZZ ON SOCIAL MEDIA, WE ARE OFFERING WEEKLY PRIZES FOR PEOPLE WHO BUY TICKETS AND SHARE THEIR INVOLVEMENT.

IF YOU WOULD LIKE TO DONATE PRODUCT OR SERVICES IN LIEU OF SPONSORSHIP DOLLARS (IN THE EQUIVALENT AMOUNTS), WE WOULD BE PLEASED TO UTILIZE THEM TO FURTHER ATTRACT PARTICIPANTS.

PLEASE CONNECT WITH US TO LEARN MORE:

SPONSOR@THESEARCHFORSANTA.CA

SMALL ITEMS TO
PUT IN GIFTS FOR
CHILDREN



PRODUCTS
AND/OR
SERVICES FOR
GIVEAWAYS



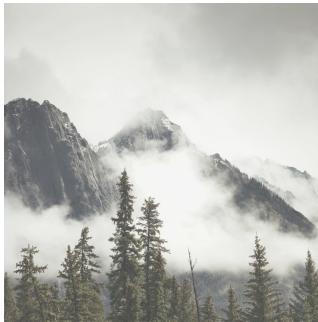
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IMPORTANT INFORMATION



ALBERTA HEALTH SERVICES HAS APPROVED THE SEARCH FOR SANTA CONCEPT AS A WHOLE BASED ON OUR SAFETY PLAN. SAFETY REMAINS OUR PRIORITY



THE TOWN OF BANFF HAS APPROVED ALL ASPECTS OF THE SEARCH FOR SANTA CONCEPTS.



WE ARE IN DISCUSSIONS WITH BANFF LAKE LOUISE TOURISM AND ARE ACTIVELY BRAINSTORMING WAYS TO BENEFIT MEMBERS.

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THANK YOU!

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