

WESTERN CUP SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR OPPORTUNITY: \$10,000

Event Exclusivity and Perks

- Exclusive designation as Presenting Sponsor of the Western Cup weekend: “Apollo’s Western Cup 39, Presented by [your organization name or logo]”
- 10 invitations to the VIP Reception at the Hyatt Regency Calgary.
- 10 tickets for the Western Cup Dance and private VIP area, and 10 tickets for the Western Cup Drag Brunch with reserved VIP table.
- Free hotel room and parking at the Hyatt Regency Calgary for up to three nights over the Western Cup weekend, with free upgrade to the Regency Club.

Marketing and Promotional Considerations

- Company name and logo with “Presented By” featuring alongside event name on all promotional materials. Recognition as Presenting Sponsor on all printed posters, banners, and tickets.
- Company logo/wordmark featured on website through 2023.
- Hashtag of your choice added to all social media posts until October 2023.
- Recognition with your logo in our welcome letter to all athletes and participants, including a description of your business, with links to your website and social media handles.

Recognition at the Events

- Speaking opportunity as Presenting Sponsor at the Athlete Social.
- Recognition as Presenting Sponsor on our live displays during the social events.
- Opportunity to host an on-site competition or giveaway at the Athlete Social.
- Opportunity to provide a promotional item for guests.
- Opportunity for premium placement of up to 5 free-standing promotional banners within the social event areas.
- Opportunity to place your company banners at all sport venues.
- Reserved space for your booth at Western Cup social events.



WESTERN CUP SPONSORSHIP OPPORTUNITIES

GOLD LEVEL SPONSOR OPPORTUNITY: \$5,000

Event and Perks

- Designation as a Gold Level Sponsor of the Western Cup weekend.
- 6 invitations to the VIP Reception at the Hyatt Regency Calgary.
- 6 tickets for the Western Cup Dance and private VIP area, and 6 tickets for the Western Cup Drag Brunch with reserved VIP table.
- Free hotel room and parking at the Hyatt Regency Calgary for the night of the Western Cup Dance.

Marketing and Promotional Considerations

- Company name and logo to appear (with prominent sizing and location) on all promotional materials.
- Recognized as a Gold Level Sponsor on all printed posters and tickets.
- Company logo/wordmark featured on website through 2023.
- Hashtag of your choice added to all social media posts until October 2023.
- Your logo on our banners and Western Cup Dance tickets.
- Recognition with your logo in our welcome letter to all athletes and participants, including a description of your business, with links to your website and social media handles.

Recognition at the Events

- Speaking opportunity as a Gold Level Sponsor at the Athlete Social.
- Recognition as a Gold Level Sponsor on our live displays during the social events.
- Opportunity to provide a promotional item for guests.
- Opportunity for premium placement of up to 2 free-standing promotional banners within the social event areas.
- Opportunity to place your company banners at all sport venues.
- Reserved space for your booth at Western Cup social events.



WESTERN CUP SPONSORSHIP OPPORTUNITIES

SILVER LEVEL SPONSOR OPPORTUNITY: \$2,500

Event and Perks

- Designation as a Silver Level Sponsor of the Western Cup weekend.
- 4 invitations to the VIP Reception at the Hyatt Regency Calgary.
- 4 tickets for the Western Cup Dance and private VIP area.
- Free hotel room and parking at the Hyatt Regency Calgary for the night of the Western Cup Dance.

Marketing and Promotional Considerations

- Company name and logo to appear on all promotional materials.
- Recognized as a Silver Level Sponsor on all printed posters and tickets.
- Company logo/wordmark featured on website through 2023.
- Hashtag of your choice added to all social media posts until October 2023.
- Your logo on our event and sport venue banners.
- Recognition with your logo in our welcome letter to all athletes and participants, including a description of your business, with links to your website and social media handles.

Recognition at the Events

- Recognition as a Silver Level Sponsor on our live displays during the social events.
- Opportunity to provide a promotional item for guests.
- Opportunity for premium placement of 1 free-standing promotional banner within the social event areas.
- Opportunity to place your company banners at all sport venues.
- Reserved space for your booth at Western Cup social events.

WESTERN CUP SPONSORSHIP OPPORTUNITIES

BRONZE LEVEL SPONSOR OPPORTUNITY: \$1,000

Event and Perks

- Designation as a Bronze Level Sponsor of the Western Cup weekend.
- 2 invitations to the VIP Reception at the Hyatt Regency Calgary.
- 2 tickets for the Western Cup Dance and private VIP area.

Marketing and Promotional Considerations

- Company name and logo to appear on all promotional materials.
- Company logo/wordmark featured on website through 2023.
- Recognized as a Bronze Level Sponsor on all printed posters and tickets.
- Hashtag of your choice added to all social media posts until October 2023.
- Your logo on our event and sport venue banners.
- Recognition with your logo in our welcome letter to all athletes and participants.

Recognition at the Events

- Recognition as a Bronze Level Sponsor on our live displays during the social events.
- Opportunity to provide a promotional item for guests.
- Opportunity to place your company banners at all sport venues.
- Opportunity to purchase a reserved space for your booth (for an additional \$250) at Western Cup social events.

WESTERN CUP SPONSORSHIP OPPORTUNITIES

CONTACT US

If you are interested in supporting the premier queer sports festival in Western Canada, we'd love to hear from you. Please get in touch with us using the contact information below.

Beau Cairns

Acting Sponsorship Coordinator
Apollo Friends in Sport
(403) 399-7307
sponsorship@westerncup.com

Formed in 1981, Apollo Friends in Sport (Apollo) came into existence after a small group of individuals came together with an idea to form an athletic social group in Calgary, Alberta. The idea was to fulfill the needs of like-minded people with a sport tournament and social activities. Four people attended the first meeting.

Apollo is a Calgary-based, volunteer-operated non-profit organization serving primarily members of the queer community and is open to members of all communities. The primary focus of Apollo is to provide our members and participants with well-organized and fun sporting events and other activities to allow them to participate and interact in a positive social framework.

Apollo's multi-sport festival, Western Cup, will see over 1,300 attendees and athletes from across North America compete in a range of sport tournaments including bowling, curling, dodgeball, hockey, volleyball, and cross-country skiing.

In addition to a full roster of sporting competitions during the day, Western Cup includes social events. We'll be hosting a Thursday night Registration Mixer, Friday's "One Night in Monaco", and on Saturday we transform the luxurious Hyatt Regency Imperial Ballroom into Calgary's largest queer dance party. The next morning, we cap it all off with the ever-fabulous Drag Brunch.

As always, at the Western Cup Dance we have an amazing lineup of DJs and have state-of-the-art lighting and sound to make for an unforgettable night. For our sponsors, it will be your chance to get your brand in front of our guests while supporting a great cause.

Every year a portion of our proceeds are donated to local charities supporting youth, sports, and the queer community. Our generous sponsors make Western Cup possible, and because of their donations, we are able to give back to the communities we serve.

