



celebrating

EXCELLENCE IN CANADA

SPONSORSHIP OPPORTUNITIES

WHY BECOME A SPONSOR?

- Amplify your message and make new connections with Canada's top spas, industry partners, product lines and educators
- Strengthen your company profile by supporting and celebrating excellence and innovation in the Canadian spa and wellness community
- Gain prominent visibility and premium branding across all awards collateral through print, online and social media
- Grow your network with national brand exposure
- Align with Canada's leading spa magazine, *Spa Inc.* media partner of Leading Spas of Canada

Presented by:
SPA
inc.



BE PART OF LEADING THE CELEBRATION

A Canadian Spa & Wellness Awards sponsorship is an **exclusive opportunity** to enhance your brand's presence in the Canadian spa and wellness industry. Bolstered by a cross-platform media program, your brand will benefit from **251,900+ touch points** through print, online and social media.

Category sponsorship available. Ask for more information.

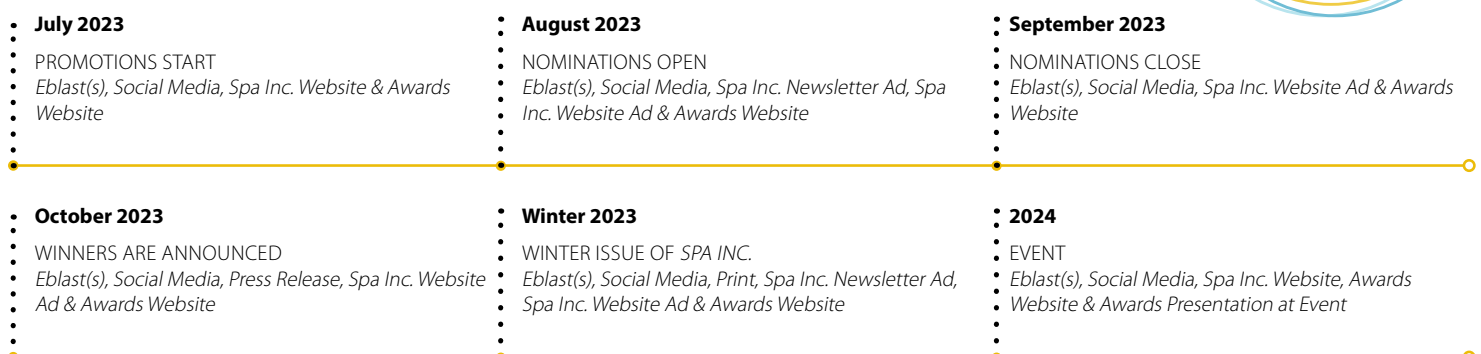
PACKAGES	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Signature \$1,950
Digital Media <ul style="list-style-type: none"> • Logo placement on eblasts and e-newsletters • Logo placement on press releases • Sponsor profile and logo placement on CanadianSpaAwards.ca 	✓ ✓ 500 words	✓ ✓ 350 words	✓ ✓ 200 words	N/A ✓ Website link
Print Media <ul style="list-style-type: none"> • Logo in all print advertisements • Logo on all printed certificates to winners • Advertisement in <i>Spa Inc.</i> magazine 	✓ 2 full page ads	✓ 1 full page ad	✓ ½ page ad	✓ N/A
Sponsored Content <ul style="list-style-type: none"> • Blog - content to be written/edited by internal editorial team • Dedicated Eblast - direct access to our <i>Spa Inc.</i> magazine email list with the content you want to share 	✓	N/A	N/A	N/A
Website <ul style="list-style-type: none"> • Logo placement on CanadianSpaAwards.ca homepage and in all news pieces on CanadianSpaAwards.ca • Medium rectangle display ad on Spalnc.ca 	6 Months ✓	6 Months ✓	6 Months ✓	3 Months N/A
Social Media <ul style="list-style-type: none"> • Includes 3 custom posts on each of <i>Spa Inc.</i>'s platforms: Twitter, Instagram and Facebook • Inclusion in all award posts - tagged and/or the logo will be present in any photos attached to the post 	✓ ✓	N/A ✓	N/A N/A	N/A N/A
Event Presence <i>(This will include Spa Inc. presenting the awards to the 2023 winners)</i> <ul style="list-style-type: none"> • Logo placement on screen during awards presentation • Logo placement on all Canadian Spa & Wellness Awards collateral • Location TBD 	✓	✓	✓	✓

PICTURE THIS:

Every time the awards are mentioned in print, eblasts, e-newsletters, press releases and online pre and post nominations, your brand will be showcased.

Discount for Leading Spas of Canada members. Ask for more information.

TIMELINE:



**Timeline is subject to change*

INCREASE YOUR BRAND'S VISIBILITY AND ENGAGEMENT with Canada's top-level spa and wellness decision makers

PRINT, DIGITAL AND SOCIAL
MEDIA EXPOSURE FEATURING
251,900+
TOUCH POINTS



BECOME A SPONSOR



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