



**SAINT-HYACINTHE**  
OUTDOOR, HUNTING,  
FISHING & CAMPING SHOW

## Title Sponsor

The title sponsor is the main show sponsor. This sponsor benefits from invaluable visibility throughout the 2025 marketing campaign across all media and advertising platforms for the event.

**\$20,000 + tax**

## Visibility Offered

Your brand will be visible with the show logo and audible with the show name at all times.

### Official Mentions

The show is presented by [your brand and slogan]

### Visual Signature

The show logo is followed by :  
Presented by [your logo and URL]

### At Show Site

- Archways at Entrance A and Exit E
- Logo on show floor plans and big screens
- Hanging banners (2) and flags (4)
- Floor decals

### Contests

- Prizes and gift cards
- Online and on-site
- \$3 QR code discount

### Additional Sponsor Benefits

- Display of your products in pre-determined show zones
- Installation of banners and signs in pre-determined show zones
- 50 show admission tickets
- Live/video interview in your booth



## Distribution

A province-wide multi-channel advertising campaign

### Show Website

- Welcome page (slide show + content block)
- Exhibitor page and floor plan
- Sponsor page (Listed 1st)

### Social Media

- Facebook + Instagram = 13k followers
- Posts about the sponsor (5)
- Share in groups and on pages for targeted interests
- Push by media partners

### Newsletter (6)

- Banner ad
- Image and text block

### Advertising

- TV and video
- Radio
- Newspaper
- Online

### Printed

- Signs and billboard advertisements
- Posters in commercial spaces
- Paper and online newspapers
- Ad in the Visitors Guide (C2, C3, or C4)
- Logo on show admission tickets
- Specialized magazines

### Press Releases (4)





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## Conference Stage

As the Title Sponsor, you will enjoy premier visibility throughout the 2025 marketing campaign, featured prominently across all media channels and advertising platforms associated with the event. This unparalleled exposure positions your brand at the forefront of one of the year's most anticipated event.

### Conference Stage Sponsor

**\$10,000**

This sponsorship includes:

- Display of your logo in the stage zone;
- Installation of the branded banners and posters that you provide;
- Daily 20-minute time slot of your choosing for educative presentation
- Distribution of promotional materials to the public;
- Distribution of your logo in our print and online communications related to the Conferences:
  - on social media;
  - on the Welcome and Conference pages of the event website;
  - on the official conference schedule;
  - on show site maps and billboards
  - in the printed visitors guide

This sponsorship also includes the following mention on stage microphone (every 30 minutes): *This conference is brought to you by [your brand name and slogan].*





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# Zones and Features

Feature sponsors benefit from exclusive visibility within the designated zone or feature area that they sponsor.

## Zone or Feature Sponsor

Feature sponsors benefit from exclusive visibility within the designated zone or feature area that they sponsor.

This sponsorship includes:

- Display of your logo with the sponsored area;
- Banners and posters in the sponsored area (provided and installed by you);
- Integration, mention and demonstration of your products as a part of the feature/within sponsored area;
- Distribution of your logo in all communications related to the feature or zone:
  - in social media posts;
  - on the show website;
  - in the printed visitors guide.

## Zones and Features

- The Demo Zone
- The Fly Fishing Village
- Archery Range
- Laser Shooting Range
- Crossbow Range

SOLD

SOLD

SOLD

- The Family Zone
- Rest area
- E-Bike Trail
- Primitive Craftmanship Workshops
- Social Area (furnishings)

SOLD

SOLD





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## Zones and Features

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### The Demo Zone

**\$7,000**

In this 900 Sqft space, specialists in forest survival and orientation, bloodhound breeding and duck hunting will engage the public with dynamic and interactive demonstrations and educational presentations.

### Le Village de Pêche à la Mouche

**\$7,000**

A section of the show exclusively dedicated to fly fishing. A 50-foot long casting basin will serve as a centerpiece around which the public will congregate to watch industry specialists provide thrilling demonstrations. Surrounding booths will offer engaging workshops in fly fishing assembly and trout fishing.

### The Family Zone

**\$7,000**

1,000 sqft packed full of activities that are sure to keep the whole family entertained. Activities will include coloring, face painting, mascots, a photo-booth, mini-fishing, lure making, canapoche and inflatable games. The Family Zone will also include popcorn, cotton candy and ice cream stands, as well as a bar and several seating areas for parents.

### Rest Area

**\$4,000**

A 10x10 space including carpet, electricity and drape which the exhibitor may decorate and utilize at their discretion to promote their brand and products.





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# Multi-Sponsor Opportunities

## 2025 Official Show Shirt

**\$2,000**

Quality team shirt with the color logos of participating sponsors.



## Visitor Bag

**\$2,000**

Quality reusable bag, dimensions of at least 9" X 12", with the color logos of participating sponsors.



## Other

**-\$**

We welcome your ideas for prizes, contests or gifts!

Contact us.

Catherine Lapointe, Show Manager  
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418-313-7632





# Details

## Facts about the Saint-Hyacinthe show

Pre-Covid, the show was held in downtown Montreal at the Palais des Congrès and was known as the Montreal Outdoor, Hunting, Fishing, and Camping Show.

In March 2024, the show made its post-Covid return, reimagined and reinvigorated as the Saint-Hyacinthe Outdoor, Hunting, Fishing, and Camping Show. Over the course of three days, the event welcomed more than 100 exhibitors and nearly 10,000 visitors.

Our team's goal is to establish the show as a must-attend event in the province within the next five years. Attendance targets are set at 15,000 visitors in 2025, 20,000 in 2026, and 25,000 in 2027, aligning with the success of comparable events in Quebec City and Toronto.

The success of our 2025 media campaign will rely heavily on our multi-channel marketing plan and the influence of our partners.

## Rules

- Only current exhibitors are eligible to become sponsors.
- First-come, first-serve. Promoter reserves the right to review the selection of sponsors.

## Sponsorship Agreement

An official agreement containing the details of the sponsorship and a schedule of communications will be submitted to each sponsor for their approval.

A sponsorship report will be provided to you at the end of the 2025 campaign.