



2021 Dragons Event Sponsorship and Advertising Opportunities

What is MEAFORD DRAGONS?

Entering its 13th year, Meaford Dragons is the exciting annual event that forms the economic backbone of small business growth in the Municipality of Meaford.

Each year, contestants compete for 5 spots at the main event, where they can win cash and prizes to put towards starting their own small business, or expanding an existing small business. They're provided with invaluable business training and advice, including assistance with creating an effective business plan. On average, 20% of small businesses make it to the five-year mark, however Meaford Dragon's winners have a 60% success rate. This provides a boost to our local economy that keeps Meaford moving forward.

Meet Some of the Past Winners:



CTRE Productions

Productions specializes in high quality video production services. Since winning the grand prize in 2016, their high profile clients list has included The YMCA, Georgian College, and more!



Windswept Cider

Windswept Cider grows organic apples and crafts award winning ciders. Their popular "Lost Orchards" project focuses on harvesting local unworked or abandoned orchards.



The Frauxmagerie

The Georgian Bay Frauxmagerie makes delicious, traditionally fermented cheeses that are completely dairy free! Since winning the 2017 Dragon's Den, they've expanded exponentially.

Dragons 2021 - Undoing the COVID Twist!

We are extremely excited to announce that we are taking Meaford Dragons LIVE once again, returning to the much-loved format of live pitches before very live Dragons in front of an even livelier audience, all maestroed by an uproariously funny more-than-live host. For sponsors, this means that you will be returning to the great value you received in the past as a token of our gratitude.



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Become a Meaford Dragon

Are you an experienced business owner or professional who is interested in becoming one of the Meaford Dragons? Be a part of our stage production as an individual, and help budding entrepreneurs achieve their dreams! As a Meaford Dragon, you will provide financial support, as well as your business expertise, directly to our contestants. Your business will also benefit from maximum visibility at the event, and in all marketing material. There are two ways to participate as a dragon:

Corporate Dragon

- High profile participation as a “dragon” on-stage, and during the Champagne Reception
- Exclusivity in your business category
- 4 Complementary tickets to the event, including access to the Champagne Reception
- On-stage acknowledgement throughout the event from the host
- Full-screen “dragon” bio with business logo displayed on-stage during the event
- A double page spread in the official Meaford Dragon’s Event Program
- Identified on the official promotional poster
- Biography, logo and photo displayed on the Meaford Chamber of Commerce website

Total Investment: \$2750

Dragon

- High profile participation as a “dragon” on-stage, and during the Champagne Reception
- 2 Complementary tickets to the event, including access to the Champagne Reception
- On-stage acknowledgement throughout the event from the host
- Full-screen “dragon” bio with business logo displayed on-stage during the event
- A biography in the official Meaford Dragon’s Event Program
- Identified on the official promotional poster
- Biography, logo and photo displayed on the Meaford Chamber of Commerce website
- Biography, logo and photo posted on Social Media
- An appreciation feature to a Social Media audience of over 4,000 local followers

Total Investment: \$1750



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Corporate Sponsorship Opportunities

The Meaford Dragon's Event relies on donations from the business community to be successful. Every dollar donated is an investment in our local economy, and is also an opportunity to show your support for Meaford's budding entrepreneurs. Donations are rewarded with generous exposure opportunities, at varying levels:

Principal Sponsor

- Exclusivity in your business category
- 4 Complementary tickets to the event, including access to the Champagne Reception
- On-stage acknowledgement during the event from the host
- Full-screen business logo displayed on-stage during the event
- Double page logo and advertisement inside of the official Meaford Dragon's Event Program
- Identified as a sponsor on the official promotional poster
- Prominent Logo placement on the Dragon's Event Meaford webpage
- Logo placement on Dragon's Event Meaford webpage
- An appreciation feature to a Social Media audience of over 4,000 local followers

Total Investment: \$3000+

Corporate Sponsor

- Exclusivity in your business category
- 2 Complementary tickets to the event, including access to the Champagne Reception
- Large scale business logo displayed on-stage during the event
- Half page business logo and profile in the official Meaford Dragon's Event Program
- Logo placement on Dragon's Event Meaford webpage
- An appreciation feature to a Social Media audience of over 4,000 local followers

Total Investment: \$1500+

Event Sponsor

- On-screen logo displayed during event
- Logo displayed in the official Meaford Dragon's Event Program
- Logo placement on Dragon's Event Meaford webpage

Total Investment: \$500+



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Prize Sponsorship Opportunities

Prize sponsorships are an important part of the success of this event. Both cash and in-kind donations are greatly appreciated. In-kind donations can include website design, graphic design, mentoring, loans, gift certificates for business related services, and more. There are three options for prize sponsorship:

Cash Prize Sponsor

A cash sponsor donates money to be used towards prizes. This prize money is used for event winners to invest into their new business, and is a crucial part of the overall success of the event. As a cash sponsor, you will receive:

- 2 Complementary tickets to the event, including access to the Champagne Reception
- On-screen logo displayed on-stage during event
- Logo displayed in the official Meaford Dragon's Event Program
- Logo placement on Dragon's Event Meaford webpage
- An appreciation feature to a Social Media audience of over 4,000 local followers

Total Investment: \$1000+

Major In-Kind Prize Sponsor

In-Kind sponsors donate goods or services that help new businesses achieve their goals. This could include things such as tax preparation, mentoring, office furniture, and more. As an in-kind sponsor, you will receive:

- 2 Complementary tickets to the event, including access to the Champagne Reception
- On-screen logo displayed on-stage during event
- Logo displayed in the official Meaford Dragon's Event Program
- Logo placement on Dragon's Event Meaford webpage
- An appreciation feature to a Social Media audience of over 4,000 local followers

Total Investment Prize Value: \$1,700+



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In-Kind Prize Sponsor

Just like for Major In-kind Prize Sponsors, but where the value of the prize is worth less than \$1,700.

- On-screen logo displayed on-stage during event
- Logo displayed in the official Meaford Dragon's Event Program
- Logo placement on Dragon's Event Meaford webpage

Total Investment Prize Value: \$500+

Media Sponsor

Media sponsors are organizations in print and broadcasting that can offer donations of radio ads, newspaper ads, and more. This initial advertising budget can provide valuable exposure that new businesses need to get started. As a media sponsor, you will receive:

- On-screen logo displayed on-stage during event
- Logo displayed in the official Meaford Dragon's Event Program
- Logo placement on Dragon's Event Meaford webpage

Total Investment Value: \$500+



2021 Dragons Event Sponsorship and Advertising Opportunities

Advertising Opportunities

Are you interested in advertising in the Dragon's Event program? This is an excellent opportunity to show your support for local economic development, while also creating exposure for your business or organization.

Business Directory

Place an 1/8th page business card-style ad in the business directory of the event program booklet.

Total Investment: \$50 for Chamber of Commerce Members, \$100 for non-members

Official Program Cover Advertisement

Get maximum exposure by placing a full-page ad on the inside front cover, inside back cover, or back cover of this year's event program. This space is available on a first-come-first-serve basis. Includes access to the Champagne Reception for two guests.

Total Investment: \$1000 for Chamber of Commerce Members, \$1,250 for non-members

Audience Choice Award Sponsor

The Audience Choice Award is a very special feature of the Meaford Dragon's Event. After the contestants have presented, the audience is given the choice to choose their favourite! The winner is presented with this special award, which will be named after your business. You'll also receive a special Social Media feature to an audience of over 4,000 and a half page feature in the Meaford Dragon's Event official program. This prestigious opportunity is available on a first-come-first-serve basis.

Total Investment: \$500

Please note that all advertisements should be submitted as a high-resolution jpeg or vector format, in full colour. For additional information, please contact:

Meaford Chamber of Commerce, 13 Nelson St. W, Meaford, Ontario, N4L 1N1 (519) 538-1640
info@meafordchamber.ca



2021 Dragons Event Sponsorship and Advertising Opportunities

Meaford Dragon's Event Sponsorship Form

Business Name: _____

Contact Person: _____ Phone: _____

Sponsorship Information

Sponsorship Type **Donation Amount (Cash or Value)**

Become a Dragon	
Corporate Dragon (\$2,750+)	
Dragon (\$1,750+)	
Corporate Sponsorship Opportunities	
Principal Sponsor (\$3,000+)	
Corporate Sponsor (\$1,500+)	
Event Sponsor (\$500+)	
Prize Sponsorship Opportunities	
Cash Sponsor (\$1,000+)	
Major In Kind Sponsor (\$1,700+) Cash or Goods/Services? _____	
Major In Kind Sponsor (\$500+) Cash or Goods/Services? _____	
Media Sponsor (\$500+) Media Type? _____	

Advertising Opportunities

Business Card Directory Advertisement	(\$50 members, \$100 non-members)
Inside Front Cover	(\$1,000 members, \$1,250 non-members)
Inside Back Cover	(\$1,000 members, \$1,250 non-members)
Back Cover	(\$1,000 members, \$1,250 non-members)
Audience Choice Award	(\$500)