

SPONSORSHIP



*We appreciate you!*

# YUKONER APPRECIATION WEEK

POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

NOVEMBER 2 - 4, 2023

**Yukoner Appreciation Week is back!** This year's event aims higher than ever to highlight our vibrant local business community and the Yukoners that continue to support them. We have a new digital passport contest, an in-person Kickoff Breakfast, Business Showcase and 3 days of rotating deals and shopping incentives from Yukon businesses.

Investing in local businesses is investing in your community, buying local means more than simply spending at small businesses. Whitehorse is still a small community, and when you help support local businesses, you're not just helping them to survive, you're enabling them to give back as well, through sponsorship of community events and sports teams, donations to door prizes and being an active part of our community. In essence, supporting your community helps your community support itself!



[whitehorsechamber.ca/YukonerWeek](http://whitehorsechamber.ca/YukonerWeek)

#BuyLocalWhitehorse

BuyLocalWhitehorse

## THE YUKONER APPRECIATION WEEK PASSPORT PROGRAM IS GOING DIGITAL!

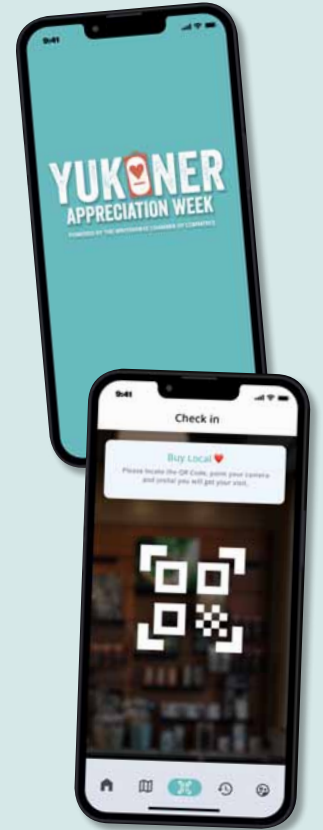
Our newly developed app is event-specific and will feature all registered businesses.

Participation in the digital passport program during the event requires each consumer to download the app and sign up.

Each participating business will receive a unique printed QR code from the Chamber to display at their location. The QR code can be displayed anywhere within their location, requiring the consumer to enter and walk through the space. Consumers will travel to as many participating businesses as they want and 'check in' by scanning the QR code with the app.

Once checked in, consumers will have the option to sign up to be part of that business' marketing email list, and have the opportunity to follow their social media platforms. Once the event concludes, each business will be provided with a list of emails for the consumers that have signed up and agreed to receive their promotional marketing materials.

Checking in at as many participating businesses as possible will give the consumer more chances to win the Digital Passport Prizes of either 1 round-trip ticket to BC or Alberta with Air North, Yukon's Airline or \$500 worth of gift cards for local businesses.



## EVENT DETAILS

### KICKOFF BREAKFAST!

From 7am to 11am the MacBride Museum on Front Street will host our Kickoff Breakfast event! The breakfast promises to be fun for the whole family with a kids corner and gift basket door prizes to local businesses.

### BUSINESS SHOWCASE

The Old Firehall space will be transformed into a Business Showcase on Nov. 3 from 12pm - 6pm offering table space for local businesses operating without a downtown storefront to showcase themselves and their services/products including a point of sale if they choose. Light catering and entertainment will be provided by WCC.

### SIP 'N SHOP

The Sip 'N Shop will be curated by each business to suit their space and needs. Providing a drink (coffee, tea, hot chocolate, sparkling water, wine, beer) and an appetizer (cookies, crackers, fruit tray) encourages consumers to stay at each participating location longer, explore and learn more about what each business has to offer. Door prize at each participating location available to win!

### LOCAL-EATS!

The Local-Eats event will be simple for restaurants to participate in. When diners have completed their meal, they will be provided a ballot to fill out and put in a ballot box for their chance to win a gift card to that restaurant. Door prize at each participating location available to win!

# 2023 SPONSORSHIP OPPORTUNITIES

## PARTNER SPONSOR \$5000 (1 Available)

- Partner recognition, highlighted name and logo recognition on all print and digital marketing
- Partner recognition on Digital Passport App
- Name acknowledgement at Kickoff Breakfast and Business Showcase
- Kickoff Breakfast event 2 minute Speaking Opportunity
- Speaking opportunity with CKRW live on location during Kickoff or Business Showcase
- Company table at the Business Showcase
- Logo recognition on all digital (with tags when possible) marketing including:
  - Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on all print marketing including:
  - Yukon wide newspaper advertising • Posters displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital posts and mailing list

## PRIZE SPONSOR \$3000 (6 Available)

- Recognition for Yukoner Appreciation Week Prize Sponsor
- Registration for Yukoner Appreciation Week
- Logo and name recognition on in-person event door prizes
- Logo and name recognition on door prize ballot boxes
- Name acknowledgement at Kickoff Breakfast and Business Showcase
- Logo recognition on all digital (with tags when possible) marketing including:
  - Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on all print marketing including:
  - Yukon wide newspaper advertising • Posters displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital posts and mailing list

## BUSINESS SHOWCASE SPONSOR \$1500 (1 Available)

- Recognition for Yukoner Appreciation Week Business Showcase Sponsor
- Registration for Yukoner Appreciation Week
- Name recognition at Business Showcase event
- 2 minute Speaking opportunity during showcase event
- Logo recognition on all digital (with tags when possible) marketing including:
  - Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on print marketing including:
  - Yukon wide newspaper advertising • Posters displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital posts and mailing list

### WE APPRECAITE YOU!

If your business or organization would like to participate as a sponsor in a way other than listed here, such as in-kind or donation, please reach out to the Chamber and we can customize a sponsorship package just for you.

## BREAKFAST SPONSOR \$1500 (1 Available)

- Recognition for Yukoner Appreciation Week Breakfast Sponsor
- Registration for Yukoner Appreciation Week
- Name recognition at Breakfast event
- 2 minute Speaking opportunity during breakfast event
- Logo recognition on all digital (with tags when possible) marketing including:
  - Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on print marketing including:
  - Yukon wide newspaper advertising • Posters displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital posts and mailing list

## SIP 'N SHOP EVENT SPONSOR \$1500 (1 Available)

- Recognition for Yukoner Appreciation Week Sip 'N Shop Sponsor
- Registration for Yukoner Appreciation Week
- Logo and name recognition on Sip 'N Shop prize ballot boxes
- Logo recognition on all digital (with tags when possible) marketing including:
  - Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on print marketing including:
  - Yukon wide newspaper advertising • Posters displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital posts and mailing list

## LOCAL-EATS EVENT SPONSOR \$1500 (1 Available)

- Recognition for Yukoner Appreciation Week Local-Eats Sponsor
- Registration for Yukoner Appreciation Week
- Logo and name recognition on Local-Eats prize ballot boxes
- Logo recognition on all digital (with tags when possible) marketing including:
  - Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on print marketing including:
  - Yukon wide newspaper advertising • Posters displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital posts and mailing list

## BUSINESS SPONSOR \$500

- Recognition for Yukoner Appreciation Week Business Sponsor
- Registration for Yukoner Appreciation Week
- Logo recognition on all digital (with tags when possible) marketing including:
  - Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Name recognition on print marketing including:
  - Yukon wide newspaper advertising • Posters displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital posts and mailing list

**CONFIRMATION AVAILABLE UNTIL: OCTOBER 2nd, 2023**

Confirmation or Questions, please contact  
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