

PRESENTED BY



# YUKONER APPRECIATION WEEK

POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

OCTOBER 23 - 25, 2025

## SPONSORSHIP OPPORTUNITIES

This year, Small Business Week and Yukoner Appreciation Week (YAW) return as a united celebration of the businesses that shape our economy—and the people who support them.

By sponsoring YAW 2025, you'll connect with both business owners and the wider Yukon community through a full week of programming. This includes business presentations, expert advisory sessions, the popular Business Showcase, Sip & Shop, Local Eats, and more.

Whether you're looking to support entrepreneurship, amplify your brand, or show appreciation for Yukoners, there's a sponsorship package for you.

# THE PASSPORT CONTEST IS BACK

## *-Better Than Ever!*

The Buy Local App for Yukoner Appreciation Week is back, giving sponsors and participating businesses valuable exposure and real-time engagement.

Each registered business and sponsor will have a dedicated profile in the app featuring:

- Business details & contact info
- Links to your digital platforms with logos and photos
- Information on how you're participating in SBW/YAW
- Pinned location on interactive map

### HOW IT WORKS:

Using your profile in the app, Yukoners will know which businesses are participating in the Passport Contest, they will find you, and scan your unique QR code supplied by the Whitehorse Chamber. Each location scan = one entry into the grand prize draw, encouraging people to explore the local business community and visit more spots!

### BONUS ENTRIES:

For participating businesses off main street, each scan will count as 2 prize draw entries!

### BONUS FOR BUSINESSES:

After the event, each participating business will of email contacts from those who visited and in, providing a great lead generation tool.

The Passport Contest is more than just a contest—it's a fun, interactive way to drive real traffic to local business and boost your visibility across the city.



# EVENT DETAILS

## Thursday - Community Kickoff

Kick off Yukon Appreciation Week with us! Get your restaurant vouchers, win prizes and stay for an exciting announcement!



## Thursday – Saturday: Local Eats!

Starting on Thursday, this year we have a fresh take on Local Eats, designed to spotlight Whitehorse's amazing food scene and drive real support to our restaurants. We're rolling out fresh formats, engaging features, and creative ways to showcase what's on your menu to diners across town.



## Friday - Sip'n Shop!

Join the always-popular Sip 'n Shop—an evening city-wide stroll that draws shoppers in with sips, snacks, and great conversation. With giveaways and a warm, festive atmosphere, it's a great way to connect with the community and showcase your business.



## Saturday - Stay Tuned!

We've got something special in the works for Saturday night— an exciting event you won't want to miss that's sure to bring crowds to your door.

**Details to come soon!**



# SPONSORSHIP OPPORTUNITIES

CONTACT US TO CUSTOMIZE YOUR SPONSORSHIP PACKAGE!

## COMMUNITY KICKOFF SPONSOR \$3000 (1 Available)

YOUR  
LOGO  
HERE

Support the full-day kickoff event, beginning with a community breakfast and flowing into hands-on activities for families, businesses, and visitors alike.

**Includes:**

- Name and logo recognition at all Kickoff event signage
- Mention during breakfast welcome
- 2-minute speaking opportunity
- Sponsor recognition in the Buy Local App
- Logo on all digital marketing including:
  - › • Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on print marketing including:
  - › Yukon wide newspaper advertising • Marketing displayed in Whitehorse Area
- Logo recognition on all post event WCC Thank you digital posts and mailing list communications

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

YOUR  
LOGO  
HERE

Help bring this beloved evening of sips, snacks, and downtown shopping to life.

**Includes:**

- Recognition for Yukoner Appreciation Week Sip 'n Shop Sponsor
- Sponsor recognition in the Buy Local App
- Logo on all digital marketing including:
  - › • Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on print marketing including:
  - › • Yukon wide newspaper advertising • Marketing displayed in Whitehorse Area
- Recognition on prize ballot boxes
- Logo recognition on all post event WCC Thank you digital posts and mailing list communications

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

YOUR  
LOGO  
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Be the brand behind our revitalized dining experience, focused on showing love to our local restaurants. **Includes:**

- Logo on participating restaurant signage
- Recognition for Yukoner Appreciation Local Eats Sponsor
- Sponsor recognition in the Buy Local App
- Logo on all digital marketing including:
  - › • Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Logo recognition on print marketing including:
  - › • Yukon wide newspaper advertising • Marketing displayed in Whitehorse Area
- Recognition on prize ballot boxes
- Logo recognition on all post-event WCC Thank you digital posts and mailing list communications



# SPONSORSHIP OPPORTUNITIES

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## PRIZE SPONSOR \$1000 (3 Available)

Help us spread the love through giveaways across the week's events.

**Includes:**

- Recognition for Yukoner Appreciation/Small Business Week Prize Sponsor
- Business Profile in the Buy Local App
- Logo and name recognition on in-person event door prizes at the Kick Off
  - Logo and name recognition on door 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 all print marketing including:
  - › • Yukon wide newspaper advertising • marketing displayed in the Whitehorse area
- Logo recognition on all post event WCC Thank you digital and print communications

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## CATERING SPONSOR \$750 (4 Available)

Support the snacks, beverages, and little moments of connection throughout the week.

**Includes:**

- Logo on catering tables during events
- Profile in the Buy Local App
- Logo on all digital marketing including:
  - › • Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Recognition in thank-you campaign

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## BUSINESS SUPPORTER \$500 (UNLIMITED!)

Show your support and get recognized during one of Whitehorse's most impactful event weeks.

**Includes:**

- Recognition for Yukoner Appreciation Week Business Sponsor
- Business profile in the Buy Local App
- Logo on all digital marketing including:
  - › • Facebook • Instagram • Featured on WCC Website • Chamber e-newsletter
- Mention in post-event thank-you communications

### In-Kind & Custom Sponsorships

Want to get involved in a unique way? We'd love to collaborate. From services to products to prizing, reach out and we'll tailor a package that fits.

✉ [events@hellohappytuesday.com](mailto:events@hellohappytuesday.com)

AVAILABLE UNTIL OCTOBER 3, 2025



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POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

## SPONSORSHIP DETAILS

Business Name

Contact Name

Physical Address

Business Hours

Business Phone Number

Business Email

Website

Social media handles: Facebook and/or Instagram

Write a small blurb to promote your deals during Yukoner Appreciation Week or simply tell us about your business: