



## WE'RE CRAWLING WITH OPPORTUNITIES

THE FOLLOWING OUTLINES OUR CORE OPPORTUNITIES, BUT WE'RE ALWAYS INTERESTED IN CREATING A UNIQUE PACKAGE THAT SUITS YOUR NEEDS AS WELL. THOSE WHO CRAWL ABOARD IN 2022 WILL ENJOY THE FIRST RIGHT OF REFUSAL AND WILL MAINTAIN THEIR SPONSOR BENEFITS UNTIL THE FOLLOWING YEAR.

### SPONSORSHIP PACKAGES

**Whole Lobster** (1 available) \$2,500  
**Lobster Roll** (5 available) \$1,500  
**Lobster Dip** (10 available) \$500

	Whole Lobster (1 available) \$2,500	Lobster Roll (5 available) \$1,500	Lobster Dip (10 available) \$500
Website: <a href="http://LobsterCrawl.ca">LobsterCrawl.ca</a>			
Banner Ad on LobsterCrawl.ca (16 available) linked to your URL	X	X	X
Presenting Category Sponsor (choose one of 6 available)	X	X	
Acknowledged on Sponsors Page	X	X	X
<b>Onsite/Activation Engagement</b>			
Lobster Roll Off Feb 6th exhibit/display	COMP		
Complimentary Tickets to Lobster Roll-Off (Feb 6)	2	1	
Complimentary Tickets to Lobster Boil Event (TBD)	2	1	
Acknowledged at Festival Signature Events by Emcee	X	X	X
First right of refusal for 'presence' at Partner Events	X	X	
<b>Communications</b>			
1 Dedicated E-newsletter (26,000 subscribers) within 2022	X		
1 Big Box ad/insert within NSLC E-newsletter (Jan – Feb)	X	X	X
Inclusion of logo within weekly Lobster Crawl updates (Jan-Feb)	X	X	X
1 Dedicated Sponsor Post on NSLC Social Channels (Jan-March)	X	X	
Blog Feature article (content provided)	X	X	
Receive a Nova Scotia Lobster Crawl Festival Kit (Swag)	X	X	
Included with Crawl Contests (product provided)	X	X	
Acknowledged in Sponsor Announcement (Media Release)	X	X	X
Logo inclusion in all print ads/posters	X	X	X
<b>Affiliate Promotion</b>			
Access to and use of NSLC logo and assets, reciprocating website links	X	X	X
Opportunity to participate in Co-op advertising	X	X	X

**CONFIRM YOUR SPONSORSHIP PACKAGE TODAY!  
 CONTACT STEPHANIE AT  
 SOUTHSHORETOURISM@GMAIL.COM**

