



# Leading Spas of Canada 2010 Sponsorship Opportunities

---

## Spa Education & Networking Forums

- Regional Events – Calgary, Maritimes, Toronto, Vancouver
- Webinars
- Gift Bag Sponsorship & Participation
- Premiere Sponsorship Packages

## Media Event



# Leading Spas of Canada Regional Event Sponsorship

## Spa Education & Networking Forums

Leading Spas of Canada is pleased to introduce a series of one-day networking and education presentations held in four different regions across the country.

|                                   |   |
|-----------------------------------|---|
| <b>Calgary – April 12*</b>        | Integrating Wellness, Nutrition & Lifestyle Programs into your Spa  |
| <b>Atlantic Canada – June 15*</b> | Motivating & Inspiring Yourself, Your Staff & Your Guests           |
| <b>Toronto – September 20*</b>    | Marketing, Branding, Public Relations & Social Media                |
| <b>Vancouver – October 18*</b>    | New Technology, Science vs Hype, Organic Ingredients – Real vs Hype |

### Presentation Format (may be subject to change)

|             |   |
|-------------|---|
| 7:30 – 8:45 | Exhibitor Set-up                                  |
| 8:45        | Registration open                                 |
| 9:00        | Continental Breakfast. Networking with exhibitors |
| 10:00       | Education Sessions begin                          |
| 11:30       | Refreshment Break                                 |
| 11:45       | Education Session                                 |
| 1:00        | Lunch & Networking with exhibitors                |
| 2:00        | Education Sessions                                |
| 4:00 – 5:00 | Networking with Exhibitors                        |

### Sponsorship Details

- 6 foot draped table to display product and information during all networking periods and scheduled breaks
- 2 chairs for company representatives
- Full, inclusive event participation for 2 representatives
- Recognition with short, descriptive text (75 words), contact info and hyper-linked logo on LSC website (one month prior to and following event), in partnership with event
- Logo on all promotional materials relative to the specific event; logo will be hyperlinked to your website in electronic media
- Logo and 75 word text included in one issue of SpaNews (industry e-newsletter distribution: 2,500) or Passages (consumer e-newsletter distribution: 7,500)
- List of event attendees complete with contact information following event

## 2010 Sponsorship Investment

**Single Workshop - \$500\***  
**Full Series of Four Workshops - \$1,750\* Save \$250!**

\* Dates may be subject to change

\*\* Plus applicable tax

LEADING SPAS OF CANADA



# Leading Spas of Canada Webinar Sponsorships

## Spa Education & Networking Forums

### Webinar Presentations for 2010

Leading Spas of Canada is pleased to host a series of webinar presentations in 2010. These webinars are offered free of charge to all LSC members and a marginal fee **for** non-members.

|                     |   |
|---------------------|---|
| <b>February 23*</b> | Twitter & Facebook.                       |
| <b>March 23*</b>    | Grass Roots Marketing                     |
| <b>May 18*</b>      | Introducing Medical Esthetics to your Spa |
| <b>November 23*</b> | How to drive business for the Holidays    |

Thank you

Elmcrest College & ResortSuite

This sponsorship opportunity is sold out for 2010.

Additional webinar opportunities may occur later in the year.

#### Presentation Format

One hour webinars with a variety of respected guest speakers from the spa industry .  
Start time: 11 am PST / 2 pm EST

#### Sponsorship Details

- Logo included on website in conjunction with webinar presentation
- Sponsorship recognition with short (75 word) descriptive text, contact info and hyper-linked company logo on the LSC website (one month prior to and following event), or all year if committing to full series of 4 webinars
- Logo on all promotional materials relative to the specific event; logo will be hyperlinked to your website in electronic media
- Logo and 75 word text included in 1 issue of SpaNews e-newsletter (distribution: 2,500) or Passages consumer e-newsletter, (distribution 7,500)
- Two minute welcome remarks to introduce webinar speaker **or** two minute thanks and closing remarks. (Will be determined by order of payment receipt).
- Opening slide contains both sponsor logos and title of webinar
- Second slide contains Sponsor #1 information
- Closing slide contains Sponsor #2 information
- List of attendees complete with contact information following event
- Limit of two sponsors per webinar

## 2010 Webinar Sponsorship Investment

Single Webinar - \$250\*\*

Full Series of Four Webinars - \$1,000\*\*

\* Dates may be subject to change

\*\* Plus applicable tax



# Leading Spas of Canada

## Gift Bag Sponsorship

---

### Spa Education & Networking Forums

### Gift Bag Sponsorship & Participation 2010

For each Spa Education & Networking Forums, gift bag sponsorship & participation is available

**Calgary – April 12\***

Integrating Wellness, Nutrition & Lifestyle Programs into your Spa

**Atlantic Canada – June 15\***

Motivating & Inspiring Yourself, Your Staff & Your Guests

**Toronto – September 20\***

Marketing, Branding, Public Relations & Social Media

**Vancouver – October 18\***

New Technology, Science vs Hype, Organic Ingredients – Real vs Hype

#### Gift Bag Sponsorship

- Sponsor will provide approximately 75 – 100 branded bags for each workshop\*
- Gift bags will be used to hold event presentation materials, support materials and sponsor gifts
- Environmentally friendly reusable bags are encouraged
- Gift bags will be distributed to all attendees & exhibitors at event
- Sponsor may also include gift item for distribution in bag
- Exclusive to one sponsor per event

### 2010 Gift Bag Sponsorship Investment

**Single Networking & Educational Event - \$100\*\***

**Series of Four Networking & Educational Events - \$300\*\***

---

#### Gift Bag Item Participation

- Sponsors will provide 75 – 100 items to be included in event gift bags. Items may include product samples, coupons, gift cards/certificates, branded promotional items plus relevant informational brochures
- Gift bags will be used to hold event presentation materials, support materials and sponsor gifts
- Gift bags will be distributed to all attendees & exhibitors at event
- No exclusivity available to gift bag participants

### 2010 Gift Bag Item Participation Investment

**Single Networking & Educational Event - \$100\*\***

**Series of Four Networking & Educational Events - \$300\*\***

\* Dates may be subject to change

\*\* Plus applicable tax

---

LEADING SPAS OF CANADA



# 2010 Sponsorship Program

## Spa Education & Networking Forums

---

### Premiere Sponsorship Packages

#### Platinum Sponsorship Package

- Sponsorship of all four Spa Education & Networking Forums
- Sponsorship at Leading Spas Media Event
- Full page ad in 2011 Printed Directory
- Full page ad in 2011 Virtual Directory

#### 2010 Platinum Sponsorship Investment

**\$7,000\*\***

(Save \$1,000!)

Limit of 10 packages available

#### Diamond Sponsorship Package

- Sponsorship at Leading Spas Media Event
- Full page ad in 2011 Printed Directory
- Full page ad in 2011 Virtual Directory

#### 2010 Diamond Sponsorship Investment

**\$5,000\*\***

(Save \$1,000!)

Limit of 15 packages available

\* Dates may be subject to change

\*\* Plus applicable tax

---

LEADING SPAS OF CANADA



# Leading Spas of Canada

## Canadian Spa Industry Media Event

### Media Event - Thursday, September 23\* - Toronto, ON

New in 2010, Leading Spas of Canada will be hosting a Canadian Spa Industry Media Event, inviting key media from across Canada and US to meet our members and experience a sampling of what our Canadian spa industry have to offer. This exciting event will launch with a media conference recognizing our association members by awarding LSC's industry awards. Immediately following the presentation, media will be invited to tour the spa displays to learn and experience various treatments, etc. Throughout this four hour exclusive event, exquisite hors d'oeuvres and drinks will be served. Each media member will depart with a spectacular gift bag stocked with items from participating members.

#### Media Event Participation

- 10 x 10 foot display space
- Each participating property will demonstrate a treatment or activity. Suggestions include massage, hand or foot treatments, meditation tips, aromatherapy, spa cuisine, lessons on how indigenous ingredients are incorporated into treatments, etc
- Gift/promotional/branded item included in media gift bags
- Participant's media kit (electronic) distributed to all attending media
- Complete list of all attending media, including contact information following event
- Feature article in upcoming issue of Passages or SpaNews
- Sponsorship recognition as media event sponsor on LSC website - short 75 word descriptive text, contact info and hyper-linked to your website

#### Notes:

- To maintain consistency and encourage flow within the presentation area, no pipe and drape is allowed. No sharing of booths allowed unless approved in advance by LSC
- In an effort to eliminate duplication and maximize exposure for our members, participants will be requested to submit their proposed treatment demonstration to LSC in advance
- All treatments/demonstrations must not require the media guest to disrobe
- Sponsors will provide 75 - 100 items to be included in media gift bags
- To better serve the media guests, a complimentary coat & bag check will be provided on-site
- All participants must submit their media kit in electronic format to LSC
- As an environmental initiative, all media kits will be provided to the media on one USB memory stick
- All gifts and handouts for media must be provided in advance for inclusion in the gift bag and/or memory stick. We kindly request no items or marketing materials are given directly to the media at the exhibitor booths

### 2010 Media Event Participation Investment

**\$3,000\*\***

\* Dates may be subject to change

\*\* Plus applicable tax

LEADING SPAS OF CANADA