



SPONSORSHIP OPPORTUNITIES 2026

MED HAT OCTOBER HOT DRINKS FEST





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Something exciting is brewing. Unison is launching its **first annual Hot Drinks Festival** – a celebration of autumn creativity that brings local businesses together in support of seniors in our community. Whether you're stirring up a signature cocktail or a cozy non-alcoholic blend, this is your chance to stand out, connect with customers, and show what your company is made of.

SPONSORSHIP OPPORTUNITIES

Ready to get involved? Sponsoring the Hot Drinks Festival is a chance to build genuine goodwill, boost your visibility, and align your brand with something the community will be talking about. Unison has crafted several tiers to make participation accessible for businesses of all sizes. Find your fit below.

LET'S PARTNER

We are happy to customize sponsorship opportunities to align with your brand goals and maximize your impact.

Contact andresg@unisonalberta.com and glashad@unisonalberta.com to secure your sponsorship.



PLATINUM SPONSOR (1) – \$3,000

Premier visibility and full campaign integration

- Title recognition: "Med Hat October Hot Drinks Fest presented by [Your Business] in support of Meals on Wheels in Medicine Hat "
- Logo featured on in-store posters, all Unison promotional materials, and the festival landing page
- Logo featured through Pattison Transit Shelter advertising placement located throughout Medicine Hat
- An opportunity to participate in Champions Week
- Logo on half-page ad in the October issue of Unison News featuring the Hot Drinks Festival
- Exclusive social media shout-out to unison members and subscribers
- Post-event thank-you recognition in the November issue of Unison News, the festival landing page, and our email newsletter

GOLD SPONSOR – \$2,000

Strong brand presence

- Logo on in-store posters and linked on the festival landing page
- Logo on half-page ad in the October edition of Unison News
- Post-event thank-you recognition in the November issue of Unison News, the festival landing page, and our email newsletter
- Tailored social media shout-out



SILVER SPONSOR – \$1,000

Consistent exposure

- Logo on in-store posters and linked on the festival landing page
- Logo on half page ad in the October edition of Unison News
- Social media shout-out in our sponsor thank-you post

FRIEND SPONSOR – \$500

Community support level

- Logo linked on October Hot Drink Fest landing page
- Company logo included on one award (displayed on the plaque as a supporting sponsor)