



SPONSORSHIP OPPORTUNITIES 2026

# YYC 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](mailto:andresg@unisonalberta.com) and [glashad@unisonalberta.com](mailto:glashad@unisonalberta.com) to secure your sponsorship.



## PLATINUM SPONSOR (1) – \$5,000

### **Premier visibility and full campaign integration**

- Title recognition: "YYC October Hot Drinks Fest presented by [Your Business] in support of Unison for Generations 50+"
- Logo featured on in-store posters, all Unison promotional materials, and the festival landing page
- Logo featured on the Pattison digital banner throughout Calgary
- Logo on half-page ad in the October issue of Unison News featuring the Hot Drinks Festival
- Full color ¼ page ad with company logo, photo, and business bio in the October issue of Unison News
- Exclusive social media shout-out and promotional email to our vendor network
- Post-event thank-you recognition in the November issue of Unison News, the festival landing page, and our email newsletter

*If the Platinum Sponsorship is the right fit for you, we are happy to discuss a customized package to perfectly meet your needs. Let's make some hot drink magic!*

## GOLD SPONSOR (5) – \$3,000

### **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
- Full-color quarter-page ad with your logo, photo, and business bio in the October issue of Unison News
- Tailored social media shout-out
- Post-event thank-you recognition in the November issue of Unison News, the festival landing page, and our email newsletter



## SILVER SPONSOR (3) – \$2,000

### ***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 (5) – \$1,000

### ***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)
- Social media shout-out in our sponsor thank-you post