



# BRAND ROYALTY

VICTORIA'S LUXURY BRAND EXPO

SPONSORSHIP PACKAGE 2024 | [BRANDROYALTYEXPO.COM](http://BRANDROYALTYEXPO.COM)

Created, Designed & Produced By  
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## WHAT IS “BRAND ROYALTY”

Brand Royalty is a one-day, luxury brand, consumer-facing expo focused on high-end products and services in areas such as fashion, travel, real estate, cars, wine, art, yachts, and more. A limited number of companies will be invited to showcase their offerings to an affluent, high net worth, influential crowd. Beyond the expo itself, there will be VIP and social parties, fitting events, test drives, and other satellite elements.

## WHY SPONSORSHIP

The ability to showcase your brand in front of 1,000+ elite business people, influencers, VIPs, decision-makers, and other key individuals on any given occasion is extremely rare. Bringing together a notable group in an immersive, all-encompassing experience that transcends the typical “expo” or “trade show” experience is unique and special. The goal of Brand Royalty is to connect this select group with finest luxury brands in a setting that’s conducive to conversation, relationship-building, and trust.

ROI is the most important factor for any company to consider when determining whether to spend hard earned dollars. What drives that ROI is putting the right people in front of the right products and services - and that’s what Brand Royalty strives to achieve. By curating vendors and exhibitors selected for the expo and filling the room with a select, invite-only crowd, Brand Royalty eliminates needless dialogue and unnecessary conversations, matching only those who afford and appreciate luxury services and products with the associated brands.

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## GUEST SNAPSHOT

### AGE RANGE:

45-65

### GENDER:

60% male, 40% female

### AVERAGE ANNUAL HOUSEHOLD INCOME:

\$195,000

### RESIDENCE:

85% in Victoria area, 10% elsewhere on Vancouver Island, 5% in Vancouver area

### EMPLOYMENT LEVEL:

92% C-level executive or company owner

\*Statistics were pulled from an anonymous survey sent to 150 individuals on the invite list



# SPONSORSHIP

## FOUNDING SPONSORS (\$10,000)



## SUPPORTING SPONSORS (\$5,000)



## VIP SOCIAL SPONSOR (\$7,500)



## CLOSING SOCIAL SPONSOR (\$7,500)



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## IN-KIND SPONSORSHIP

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### PRODUCTION SPONSOR



### VIP HOSTING SPONSORS





## SPONSOR BENEFITS

	FOUNDING	SUPPORTING	SOCIAL	IN-KIND
Exclusivity in your industry across all sponsorship levels	👑			
High-visibility booth space included	👑	👑		
Complimentary tickets to both the VIP and Saturday socials	4	2	10	
Short speaking opportunity at the expo	👑			
Maximum exposure across all marketing channels and event collateral	👑			
Specialized brand activations and integrations upon request	👑	👑		
Opportunity to host a small media event ahead of the expo	👑	👑		
Produced video clips, interviews, and content highlights	👑			
Social media posts in Brand Royalty channels pre- and post-event	👑	👑	👑	👑
Notable logo placement on website homepage	👑	👑	👑	👑
Logo exposure on all outgoing e-mail communication	👑	👑		
High visibility logo placement on all printed promotional materials	👑	👑	👑	👑
Notable logo sponsorship on event signage	👑	👑	👑	👑
Opportunity to provide an item as part of the grand door prize	👑	👑	👑	👑
Inclusion on post-event "Thank You" to all guests, vendors, and sponsors	👑	👑	👑	👑
Prominent visibility in signature expo montage video for promo use	👑	👑		
Exclusive introductions to guest, vendor, & sponsor contacts via Brink Events	👑			
First-right-of-refusal for the second edition of the expo in 2025	👑	👑	👑	👑

For further sponsorship details, information, or specific ways to integrate your brand, **please contact Aidan Henry at Brink Events.**

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