

2019 Sponsorship Package



Canadian
spa & wellness
awards 2019

presented by

SPA
inc.

A national

celebration

of the outstanding spa and wellness
industry in Canada.

Providing new and exciting opportunities to position your
brand, increase exposure and garner new relationships
within the Canadian spa and wellness industry.

www.CanadianSpaAwards.ca

WITH THE SUPPORT OF



LEADING SPAS
OF CANADA



presented by **SPA**
inc.

2019

Sponsorship
Package

A national

celebration

of the outstanding spa and wellness
industry in Canada.

Providing new and exciting opportunities to position your
brand, increase exposure and garner new relationships
within the Canadian spa and wellness industry.

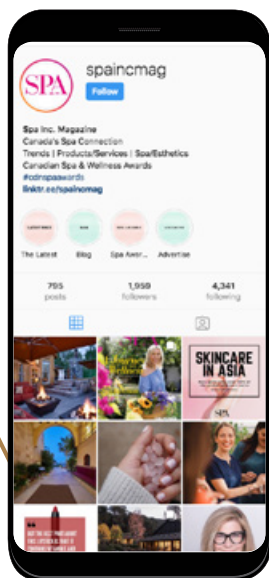
www.CanadianSpaAwards.ca

WITH THE SUPPORT OF



Spa Inc. at a Glance

Position your brand as a business that cares and supports spa partnerships in the Canadian spa and wellness industry



@SpaIncMag
#CdnSpaAwards

Magazine

Circulation: **14,984**
English Readers: 10,233
French Readers: 4,751
Published: 4 times a year

Source: April 2018 Publisher's Claim

Digital

www.spainc.ca
www.canadianspaawards.ca

Banner ads, product reviews, sponsored content and more!

E-Newsletter

1,614 subscribers

Social Media

Reaching spa and wellness professionals through the platforms they connect with every day.

 **Twitter 7,100+** followers

 **Facebook 1,300+** followers

 **Instagram 1,900+** followers

 **Pinterest 600+** followers



Canada's **ONLY**
bilingual spa
magazine

Flip Style:
English
& French

75%

of our readers are
managers, owners and
decision-makers

Enhance your brand's online presence

Sponsorship Opportunities

2019 Awards

| Packages | Platinum \$9,950 | Gold \$7,250 | Silver \$3,950 | Signature \$1,950 |
|--|---------------------------|---------------------------|---------------------------|-------------------------------|
| Digital Media <ul style="list-style-type: none"> • Logo placement on eblasts • Logo placement on eNewsletters • Logo placement on press releases • Sponsor profile on www.canadianspaawards.ca | ✓ 2x ✓ 500 words | ✓ 1x ✓ 350 words | ✓ 1x ✓ 200 words | ✓ N/A ✓ Website link |
| Print Media <ul style="list-style-type: none"> • Logo in all print advertisements pertaining to the awards in Spa Inc. Magazine • Logo on all printed certificates to winners • Advertisement in Spa Inc. Magazine | ✓ ✓ 3 full page ads | ✓ ✓ 2 full page ads | ✓ ✓ 1 full page ad | ✓ ✓ ½ page ad |
| Blog <ul style="list-style-type: none"> • Sponsored content- to be written/edited by internal editorial team | ✓ | ✓ | N/A | N/A |
| Website <ul style="list-style-type: none"> • Logo placement on www.canadianspaawards.ca homepage • Logo including in all news pieces on www.canadianspaawards.ca • Medium rectangle display ad on www.spainc.ca | 12 Months | 6 Months | 6 Months | 3 Months |
| Social Media <ul style="list-style-type: none"> • Includes 3 custom posts on each of Spa Inc.'s platforms: Twitter, Instagram and Facebook • Direction or content is to come from sponsor to Spa Inc. • Inclusion in all award posts - tagged as well as the logo will be present in any photos attached to the post | ✓ | ✓ | ✓ | ✓ |
| Value | \$22,525 | \$14,775 | \$9,075 | \$4,950 |

www.CanadianSpaAwards.ca

@SpaIncMag

#CdnSpaAwards

Sponsorship Timeline

Media Plan

JULY 2019

PROMOTIONS START

Eblast(s), Social Media & Press Release

AUGUST 2019

NOMINATIONS OPEN

Eblast(s), Social Media & Press Release

SEPTEMBER 2019

NOMINATIONS CLOSE

Eblast(s), Social Media

OCTOBER 2019

WINNERS ARE ANNOUNCED

Eblast(s), Social Media & Press Release

WINTER 2019

WINTER ISSUE OF SPA INC. MAGAZINE

Eblast(s), Social Media & Print

*Timeline is subject to change.

Increase your brand's visibility to Canada's top-level decision makers in the spa and wellness industry!



Edith Dhillon
Senior Account Executive
T: 905-707-3525
C: 416-832-0922
E: edith@spainc.ca

www.CanadianSpaAwards.ca