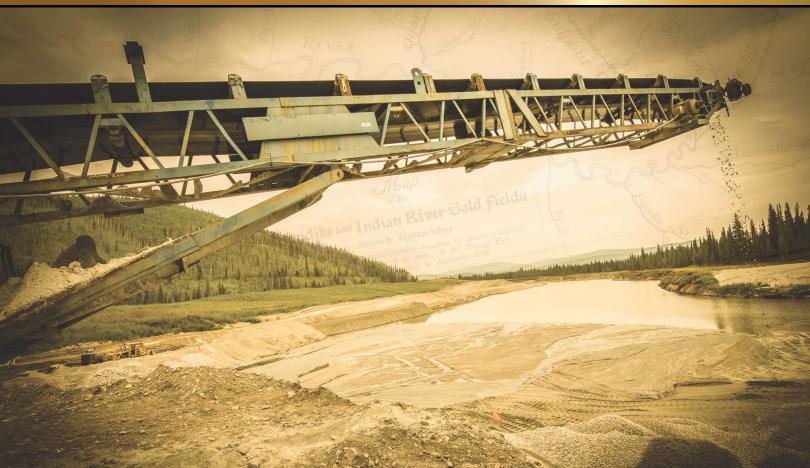
GOLD SHOW 2020 SPONSORSHIP PACKAGE





THE NORTHERNMOST GOLD MINING TRADE SHOW

DAWSON CITY INTERNATIONAL GOLD SHOW

A TRADE SHOW IN THE HEART OF THE KLONDIKE

Recognizing the importance of placer mining to the region, the Dawson City Chamber of Commerce in partnership with the City of Dawson, the Klondike Placer Mining Association and the Klondike Visitors Association, worked together to develop a trade show. The Dawson City International Gold Show was established in 1985 and has since grown to be a key event in Yukon mining and exploration. As the most Northern industry and consumer trade show for placer mining, Gold Show encompasses the diverse and interconnected sectors of our regional economy. Each year, Gold Show uncovers new ideas and products that contribute to the success of the placer mining industry.

We are proud to celebrate Dawson's Gold Rush heritage as well as contemporary mining in the Klondike. We respectully acknowledge that we are gathering on the territory of the Tr'ondëk Hwëch'in.

GOLD SHOW 2020 - SCHEDULE AT A GLANCE

TRADE SHOW - INDOOR & OUTDOOR BOOTHS

THURSDAY, MAY 14TH

10AM - 7PM Registration & Exhibitor Setup

FRIDAY, MAY 15TH

8AM - 9:30AM

Registration & Exhibitor Setup

10AM - 4PM

Trade Show Open

SATURDAY, MAY 16TH

10AM - 4PM

4PM - 6PM

Exhibitor Takedown

Trade Show Open

EVENTS (Locations, Details, Tickets TBA)

FRIDAY, MAY 15TH

2PM - 4PM Female Leadership in Mining Discussion

4PM - 6PM Happy Hour

6PM - 10PM Bill Bowie Banquet & Live Auction

SATURDAY, MAY 16TH

1PM - 4PM Field Trip to the Klondike Goldfields

4PM - 6PM Happy Hour

6PM - 8PM

Closing Reception

Klondike and Indian River Gold fields

Drawn by Tappan Adney

Australia Creek

Rob Roy/

WHAT YOU CAN FIND AT GOLD SHOW

The Dawson City International Gold Show is the kick-off event of the season for the mining industry, and the trade show floor is where the magic happens. Gold Show provides meaningful access to the visibility your organization needs in an atmosphere conducive to business. Take advantage of this unique opportunity to meet with miners, industry suppliers, government representatives and other agencies that showcase their goods and services.



1000+ Attendees
Gold Show 2019 saw more than
one thousand attendees:

250+ Delegates 750+ Walk-ins







100+ Exhibitors
Gold Show welcomes over 100
exhibitors from all sectors of the
mining industry.

80 Indoor booth spaces 40 Outdoor booth spaces

Discovery Lounge & Meeting Space

Exclusive access to an on-site meeting space for exhibitors and sponsors.





Boots on the Ground
Dawson City is in the heart of the
Klondike, next door to hundreds of
active mines.

Signature Events

Bill Bowie Dinner and Auction, Gold Show Closing Reception and more!





Indigenous Engagement

We acknowledge that we are on the traditional territory of the **Tr'ondëk Hwëch'in** First Nation.

Gold Show is a signature annual event that gathers First Nations industry and government under one roof.

Networking

Networking opportunities and direct contact with **potential customers** and collaborators.



SPONSORSHIP OPPORTUNITIES

Join **50+ sponsors** from all over the **Yukon**, **Canada**, and **USA** in supporting the 34th Annual Dawson City International Gold Show. Our Trade Show offers sponsors the opportunity for brand placement and access to the industry in an environment with:

100+ Exhibitors - 250+ Delegates - 750+ Walk-In Visitors

Our SPONSORSHIP PACKAGES offer a wide range of benefits, such as:

- -Premium brand placement
- -Exclusive booth placement
- -Complimentary access to ticketed Events
- -Complimentary booths
- -Advertising
- -And more!

When you sponsor the **Dawson City International Gold Show**, your donation supports the local economy through the mining community, hundreds of local businesses, as well as the organization that executes the trade show itself: **The Dawson City Chamber of Commerce**. The DCCC is a **non-profit organization** whose mandate is to encourage local economic growth by promoting its local members and representing them in local government to ensure their voices are heard. The DCCC is funded entirely through membership, sponsorships, donations and public funding.

SPONSORSHIP LEVELS

TOP TIER SPONSORS

GOLD SHOW PARTNER \$15,000+

- Title Sponsor for Gold Show
- Two indoor OR outdoor booths
- Premium booth placement
- Logo & Company name on custom badge holders worn by every exhibitor
- Logo & company name on title sponsor posters at show
- Logo & company name at top of 'Thanks to our Sponsors' posters
- Logo & company name at top of sponsors list on welcome bag
- Recognition and link on our website & social media
- Recognition & logo in Gold Show brochure (full page colour ad)
- Recognition in newspaper advertising
- 10 tickets to Bill Bowie Dinner & Auction
- Exclusive access to Closing Reception

MOTHER LODE PARTNER \$10,000+

- Sponsor for Bill Bowie Dinner
- Two indoor OR outdoor booths
- Premium booth placement
- Logo & Company name on large banner at Bill Bowie Dinner
- Logo & company name on 10 Mother Lode Partner posters at show
- Logo & company name at top of 'Thanks to our Sponsors' posters
- Logo & company name at top of sponsors list on welcome bag
- Recognition and link on our website & social media
- Recognition & logo in Gold Show brochure (full page colour ad)

Rob Roy/

- Recognition in newspaper advertising
- 8 tickets to Bill Bowie Dinner & Auction
- Exclusive access to Closing Reception

GOLD BAR SPONSOR \$7,500+

- Sponsor for Closing Reception
- One indoor OR outdoor booth
- Premium booth placement
- Logo & Company name on large banner during Closing Reception
- Logo & company name on 10 Gold Bar sponsor posters at show
- Logo & company name at top of 'Thanks to our Sponsors' posters
- Logo & company name on welcome bag
- Recognition and link on our website & social media
- Recognition & logo in Gold Show brochure (1/2 page colour ad)
- Recognition in newspaper advertising
- 6 tickets to Bill Bowie Dinner & Auction
- Exclusive access to Closing Reception

GOLD FLAKE SPONSOR \$2000+

(MAXIMUM OF 50% IN-KIND DONATION)

- 50% off price of booth (indoor OR outdoor)
- Logo & company name on 'Thanks to our Sponsors' poster
- Recognition and link on our website & social media
- Recognition & logo in Gold Show brochure (1/3 page colour ad)
- Recognition in newspaper advertising
- 2 tickets to Bill Bowie Dinner and Auction
- Exclusive access to Closing Reception

PROSPECTOR SPONSOR \$250+

- Company name on the 'Thanks to our Sponsors' poster
- Recognition and link on our website & social media
- Recognition in Gold Show brochure (business card size colour ad)
- Recognition in newspaper advertising
- Exclusive access to Closing Reception

GOLD SHOW FRIENDS

- · Company name on the 'Thanks to our Sponsors' poster
- Exclusive access to Closing Reception

GOLD NUGGET SPONSOR \$5000+

(MAXIMUM OF 25% IN-KIND DONATION)

- Gold Show Meeting Space Sponsor Friday or Saturday
- One indoor OR outdoor booth
- Premium booth placement
- Logo & Company name on all tables at Bill Bowie
 Dinner
- Logo & company name on 10 Gold Nugget sponsor posters at show
- Logo & company name at top of 'Thanks to our Sponsors' poster
- Logo & company name on welcome bag
- Recognition and link on our website & social media
- Recognition & logo in Gold Show brochure (1/3 page colour ad)
- Recognition in newspaper advertising
- 4 tickets to Bill Bowie Dinner & Auction
- Exclusive access to Closing Reception

GOLD DUST SPONSOR \$500+

- Logo & company name on our 'Thanks to our Sponsors' poster
- · Recognition and link on our website & social media
- Recognition in Gold Show brochure (1/4 page colour ad)
- Recognition in newspaper advertising
- Exclusive access to Closing Reception

BECOME A SPONSOR

Please complete the Sponsorship Agreement which follows on the next page, and send to our offices. Please include your logo and all pertinent media files.

For more information, contact:

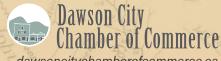
KATHLEEN DERUSHA MANAGING DIRECTOR

MANAGING DIRECTOR & GOLD SHOW COORDINATOR

Office: 867-993-5274 Mobile: 867-334-7345

goldshow@dawsoncitychamberofcommerce.ca

Rob Roy



dawsoncitychamberofcommerce.ca



2020 SPONSORSHIP AGREEMENT

Please complete and sign this form and forward to goldshow@dawsoncitychamberofcommerce.ca

I am pleased to confirm that partner with The Dawson Ciy Chamber of Comme	ce for the 2020 Dawson City International Gold Show.
The details of our commitment are as follows:	
SPONSORSHIP LEVEL (please select)
☐ GOLD SHOW PARTNER 15000 ☐ MOTHER LODE PARTNER 100 ☐ GOLD BAR SPONSOR 7500+ ☐ GOLD NUGGET SPONSOR 500	OO+ GOLD DUST SPONSOR 500+ PROSPECTOR SPONSOR 250+
TOTA	L GOLD SHOW SPONSORSHIP \$
COMPANY/ORGANIZATION NAME:	
COMPANY/ORGANIZATION NAME:	(please list name as it should appear on promotional materials.)
CONTACT PERSON:	TITLE:
MAILING ADDRESS:	
CITY:	PROVINCE:POSTAL CODE:
TELEPHONE:	_EMAIL:
AUTHORIZATION	
agrees to comply with all policies governing the sponsorship.	nation with the full power and authority to sign and deliver this application. The organization asyment. Sponsorship commitments will be negotiated on a "first-come, first-serve" basis. make cheques payable to "Dawson City Chamber of Commerce".
NAME OF REPRESENTATIVE:	TITLE:
SIGNATURE OF REPRESENTATIVE:	DATE:
PAYMENT METHOD	
CHEQUE PAYABLE TO "Dawson City Chamber of Commer	CE" PLEASE INVOICE MY ORGANIZATION
VISA NAME ON CARD: MASTERCARD	CARD NUMBER:
AMEX SIGNATURE:	EXPIRES: CCV:



THANK YOU TO OUR 2019 SPONSORS!

