



#### IN COLLABORATION WITH



## FOR THE BIGGEST FISHING SHOW IN CANADA!





# MUSKIE ODYSSEY 2026 SPONSORSHIP PACKAGE

Canada's Largest Muskie Expo • In collaboration with CANCAST

March 29, 2026 • Peterborough, Ontario

## Why Partner with The Muskie Odyssey × CANCAST

**Two complementary shows, one massive audience.** Muskie Odyssey brings the conservation-first, growing muskie community; CANCAST brings national-scale reach, top brands, and media gravity. Together we deliver a high-intent audience and cultural credibility on day one.

- 10,000+ attendees expected; family-friendly, anglers who spend on tackle, electronics, travel, apparel, accessories, and boats.
- 4 full hockey rinks and outside areas of industry related only vendors and agenda bringing you education, seminars, speakers, demonstrations, transportation, friends, and industry experts will all be in attendance.
- Conservation-forward story: sponsors are thanked for supporting research and sustainable fisheries, a growing demand among the angling community at large. Muskies Canada aim is to fulfill this role across all species and the angling community.
- Through the combined power of reach by CANCAST, City of Peterborough, Muskies Canada, all sponsors, leading industry brands and experts, related retailers and the greater angling community, the inevitable excitement an event like this generates using online tools and platforms, traditional media, podcasts, workshops, etc. is the perfect viral movement and cultural community you want to be a part of.
- Your logo rides with ours across all touchpoints—pre, during, and post-show. There is over **7 months to the show** and about a month of celebration thereafter, there are so many opportunities to make millions of impressions and time to make meaningful connections.





## **Audience & Media Reach (integrated plan)**

Channel	What you get	Est. reach / notes	
Muskie Odyssey (MCI) socials (FB/IG)	Sponsor spotlights, story tags, carousel posts, reels, link-in-bio	8k+ MCI followers; organic reach; other chapters 10,000k additional followers, frequency: 6–10 posts per sponsor	
CANCAST socials	Cross-posted sponsor mentions, seminar schedules with logo lockups, giveaway posts	High multi-platform reach; exciting frequent content	
CANCAST Promo Video's	SAIL featured in the CANCAST video advertisements leading up to the event with one being filmed in a SAIL location	1,200,000 impressions	
Mailchimp newsletter	Inclusion in pre-event blasts with logo + CTA, and post-event 'thank you' recap mention	Targeted to MCI members; high open rates	
Podcasts & media mentions	Placement in guest intros/outros, 'presented by' reads; local radio/angler pods as booked	Slots secured as opportunities arise; we coordinate talking points	
City of Peterborough channels	Events calendar, civic social cross-posts where eligible	Municipal amplification; timing subject to City guidelines	
On-site impressions	Entrance arch, stage backdrop, wayfinding boards, kiosks	10,000+ attendee pass-bys; multiple touchpoints all day	

AS THE EVENT NEARS, THERE WILL BE MORE CHANCES FOR IMPRESSIONS, ENGAGEMENT, CONTACT POINTS, INTERACTIONS, AND ADDED SPONSOR VALUE.





# **Sponsorship Tiers & Deliverables Matrix**

Deliverable	TITLE — \$5,000 (1 only)	GOLD — \$4,000 (1 Only)	SILVER — \$3,000 (2 only)	BRONZE 2,500 (5 only)
Logo on all core digital promo (website click link, socials, email campaign)	✓	✓	Frequent publication on socials, less mentions	Frequent publication on socials, less mentions
Main Show Banner with Logo & MC acknowledgments	<b>√</b> Top Tier Placement	Second tier placement	Third tier Placement	<b>√</b> Lower Band level Placement
10×10 exhibitor booth	<b>√</b> Prime Placement	<b>√</b> Prime Placement	<b>√</b> Prime Placement	-
Entrance kiosk (welcome/info) with logo lockup	4	-	-	-
Seminar Stage naming	4	-	-	-
Podcast/media mentions, multiple branding placements with show branding	<b>√</b>	<b>√</b>	<b>√</b>	-
Dedicated Grant naming for project funded directly sponsor	<b>√</b> 2026 Odyssey Sponsor Award for project "X"	"In partnership with Muskies Canada"	-	-
Inclusion in post-event mentions and calls to action	✓	✓	<b>√</b>	4
Show passes (qty)	5	4	3	2
Right of first refusal for 2027 (rate TBD)	4	_	-	_





## **Vendor Donation & Highlight Opportunities**

Muskies Canada is excited to invite vendors to contribute baits, tackle, gear, or other items to support the Muskie Odyssey. Donations will be featured in our event raffles and auctions, raising funds that directly support our mission: to conserve muskellunge and their habitats for future generations of anglers.

Donation Recognition Tiers				
Recognition & Benefits				
<ul><li>Social media thank-you mention</li><li>Acknowledgment during the event raffle/auction</li></ul>				
<ul> <li>All benefits above</li> <li>Dedicated social media post highlighting your company and donation</li> <li>Logo placement on event slideshow screens</li> </ul>				
<ul> <li>All benefits above</li> <li>Vendor highlight post (company profile, website link, and product spotlight)</li> <li>Verbal callout and mention during Odyssey programming</li> </ul>				
<ul> <li>All benefits above</li> <li>Featured "Premier Vendor" spotlight across Muskies Canada's social platforms</li> <li>Exclusive stage acknowledgment during the event</li> <li>Logo and company name featured in post-event thank-you campaign</li> </ul>				

#### Why Participate?

Your donation does more than promote your brand—it fuels **research**, **education**, **and watershed conservation**. Together we strengthen the muskie fishery and ensure that Canada's anglers and waters thrive for generations to come.

For further inquiries, please contact Peter Hoffman <a href="mcpeterh@hotmail.com">mcpeterh@hotmail.com</a> and cc Joseph Found <a href="josephfound1983@gmail.com">josephfound1983@gmail.com</a> to discuss.





## **On-Site Brand Visibility**

- Prominent entrance signage featuring with your logo alongside ours (tiered size).
- Main stage banner, directional signage, welcome signage etc, branded with logo, (signage if wanted supplied by sponsor ie flags, pop-up, sign): can carry your logo in various seminar photos and streams.
  - 10×10 booth @ \$400 value in high-traffic zone (Title/Gold priority).
  - Ability to place an entrance kiosk with messaging and branding, offers etc. (Title).
- Wayfinding & area branding (signage if wanted supplied by sponsor ie flags, pop-up, sign): Seminar Stage, Raffles, and Prize area. Social mentions, pictures, call out and thank you's included.

## **Process & Next Steps**

Cash sponsorships are preferred to maximize research impact; prize or physical items can be discussed and considered. We keep communications crisp and reliable: consolidated asset intake (logos, links, copy), and if required, short approval windows or artwork and logo placement both parties acting reasonably. A more formal contract with clear deliverables will follow discussions.

Event: March 29th, 2026 • Peterborough, Ontario

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We are looking forward to creating a great partnership in protecting our watersheds together. All monies collected by Muskies Canada through the Odyssey and Sponsorships go directly to research projects chosen from annual submissions by a panel of experts who are prominent actors and knowledge holders the conservation industry. We are fortunate to have such strength in our messaging and support for our mission and objective to protect our naturally spawning population of muskies. We appreciate all your consideration and help, we have so much gratitude.

