



things that are
OPEN

Community Sponsorship Package



A Covid-19 Community Initiative
March 2020

About the "things that are OPEN" initiative

It may be quiet, but if you listen closely, there's a hum. Behind closed doors, kitchens are cooking, artists are creating, retailers are selling, instructors are teaching, and makers are making. Things have changed, but as a community, we are coming together to show that we are adaptive and resilient. As business owners, we have found new ways to connect with one another and serve our customers despite the COVID-19 pandemic. To support these pioneers, Lift Interactive is launching thingsthatareopen.com

Our mission is to promote businesses and organizations across Western Canada who have adjusted the way they normally operate to remain open-for-business during this time, while respecting government guidelines and mandates regarding social distancing and sanitation.

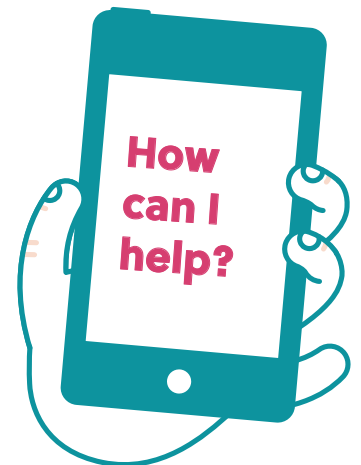
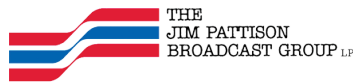
Lift Interactive has developed an online platform and campaign to enhance the exposure of these businesses and organizations. It features a directory and stories to communicate the new ways businesses and organizations are serving their patrons during this challenging time.

Data shows us that users are searching for information on "places that are open", with over 30,000 relevant searches in Edmonton alone. This campaign will direct people to businesses as they fight to adapt. Our hope is to support local businesses in this unprecedented moment in our history.

Businesses and organizations on the site can register, free-of-charge, on the thingsthatareopen.com business directory. Listings feature the business name, location and updated operational hours. Within their business listing page, they have the opportunity to communicate the new and creative ways they're serving their customers, special offers and products, and details surrounding their adherence to government guidelines. Feature stories told by journalists will serve to further inspire and showcase innovative businesses.

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Your support and where it goes

Your support will help fund the ongoing promotion and management of the thingsthatareopen.com campaign. We believe this initiative will help keep businesses and community organizations afloat during this challenging time, and also foster an ever-broadening sense of community support.

Sponsored funding will be put towards the human resource and advertising costs for creating, maintaining and marketing the platform for the duration of the business closures and social distancing restrictions.

The Campaign

Our team will roll out an integrated marketing campaign with a unified message driving traffic to the website. Our partner, The Pattison Group, will provide traditional mediums such as radio and outdoor advertising as we echo the campaign on digital channels and social media. We will continue to add content as the campaign grows and businesses add themselves to the platform. The campaign includes:

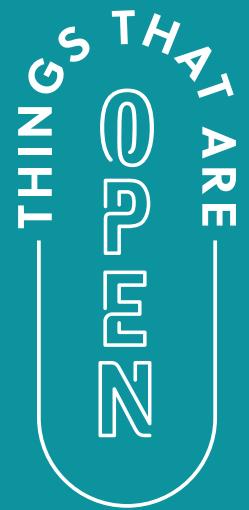
- Primary website at thingsthatareopen.com
- Local city and region websites with local listings, offers, and stories
- Business categories with online, pickup, and delivery offerings
- Social media, display, and search marketing campaigns
- Regular e-newsletter
- Media coverage on radio and outdoor advertising provided by the Pattison Group

Our Motivation

This idea grew from the desire to highlight the innovative ways our clients and other businesses are pushing through adversity, and from recognizing that organizations need help, more than ever right now, with marketing and promotional efforts. Together, through this initiative, we provide a no-cost solution for local businesses to market to their customers. We believe this will have a real impact on their bottom line, and their spirits.

All profit above the break-even point will be reinvested to the project, shining a light on our local businesses through paid placement on digital and traditional mediums.

The following page outlines the various sponsorship opportunities available to you.



Western Canadian Sponsor Level

Western Canadian Sponsors will be featured on the main thingsthatareopen.com website and social channels as well as local websites and online properties.

Founding Partner — \$15,000

Our founding partners will be recognized as the organizations with the vision to uplift our communities and small businesses through the creation and launch of this platform. Founders' benefits include both local and Western Canadian exposure and will be limited to five sponsors.

Sponsor benefits:

- Founding sponsor logo recognition on main website homepage (above fold)
- Permanent Founder status beyond the isolation period and into rebuild
- Logo recognition on specific city websites as founding sponsors (above fold)
- Inclusion in origin story piece to recognize vision of founding sponsor
- Founder message featured on "about the initiative" content
- Recognition on social media channels
- Founding sponsor status on social media channel profile descriptions
- Selection of three local businesses to have featured on the site with an interview, directory listing, and featured offers
- Sponsor recognition on nominated business stories along with personal note
- Logo recognition on outdoor advertising
- Logo recognition on landing pages
- Recognition in interviews through earned media
- Founding sponsor badge for use on your digital properties
- Newsletter feature

Local Sponsorship Levels

Local Sponsors will be featured on websites and social channels aimed at specific local cities, regions, and communities.

Local Hero — \$10,000

Our Local Heros will be recognized as boosters of the beloved local businesses at the local community level.

Sponsor benefits:

- Logo recognition on specific local website homepage
- Logo recognition on specific local city website as Local Hero level on sponsors page
- Local Hero message featured on local website
- Logo recognition on local social media channels
- Selection of two local businesses to have featured on the site with an interview, directory listing, and featured offers
- Sponsor recognition on nominated business stories
- Recognition in interviews through earned media
- Newsletter feature

Local Supporter — \$5,000 & \$2,500

Our Local Supporters will be recognized as supporting the campaign and the local businesses in our communities.

Sponsor benefits:

- Logo recognition on local city website as local supporter level
- Logo recognition on local social media channels
- Selection of local businesses or other organizations to have featured on the site with an interview, directory listing, and featured offers



Sponsorship Details

Business / Individual Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Sponsorship Level: _____

Methods of Payment:

Please make cheques payable to: Lift Interactive Inc.
and mail to 10139 - 81 Ave, NW Edmonton, AB T6E1W9

Please forward e-transfers to sponsorship@thingsthatareopen.com

For credit card payments, please contact sponsorship@thingsthatareopen.com to receive an electronic credit card authorization form. We're happy to waive all processing fees at this time.

Thank you for your support!

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