



## Billboard Campaign a Huge Success!

It's been an interesting 2 months since we started our search for sponsors to partner with our team. We took a unique approach by promoting ourselves through an outdoor advertising campaign on Pattison billboards around Calgary during October and November. The billboard space had been donated by The Jim Pattison Group as an in-kind contribution to the team.

The idea? Well it was born during a team brainstorming session. We wanted to get the message out that we were first of all looking for sponsors, because the majority assumed we had already secured one (or more). And second, we wanted to approach the sponsors partnership differently than we had in the past. We looked seriously at what we could offer them. What community initiatives could we support on their behalf. What could we do for them in return for funding. Its a good thought for any teams looking for sponsors. Yes, you can wear their crests, buy their products and eat at their establishments - but what more can you offer.

The billboards, which ran in one-week segments at various locations around Calgary, received a lot of attention from interested sponsors across Canada.

And the interest was amazing!

We feel we have partnered with four incredible sponsors. Dairy Queen Canada is our Platinum sponsor, Airdrie Dodge Jeep has come on board as our Gold sponsor and both Canadian Decal Installers & Asham Curling Supplies have signed on as our bronze sponsors. We are unbelievably proud to be affiliated with such community-minded organizations. We feel they are great addition to our silver medal team and we look forward to partnering in their community initiatives.





We will be heavily involved in Dairy Queens Miracle Treat Day, in support of the Children's Miracle Network. Miracle Treat Day will be held August 11th, 2011.

The team has agreed to each be at different Dairy Queens, either in Alberta or across Canada on that day, and also be involved with media and promotions leading up to the event. On Miracle treat day anyone who buys a Blizzard Treat, support kids in your community. Since 1984, DQ has contributed over \$81 million to Children's Miracle Network Hospital.

On another unique note. Airdrie Dodge Jeep included with their initial contribution an amazing offer to anyone that it referred to the dealership by Team Bernard. "If someone comes into our dealership referred by the team, we will sell them any new Dodge, Jeep, Chrysler at our cost AND donate \$250.00 to the team as additional sponsorship." said President, Brad Styner. Its an unbeatable deal and a win-win for Airdrie and Team Bernard.

As well, Airdrie Dodge donated a fully wrapped (compliments of Canadian Decal Installers) Jeep Grand Cherokee for Cheryl to driver to promote the partnership between the dealership and the team.



It is a fairy tale ending to what originally looked like a very daunting task for our team. As a thank you to our two majors, Pattison signs again agreed to run a one week thank you campaign (at 4 locations) at the beginning of December, acknowledging the support of Dairy Queen and Airdrie Dodge Jeep.

We are proud of our parnters and look forward to having them join our team!