



CAMPAIGN SPONSORSHIP

Ladybird 50/50 Lottery

ladybirdlottery.ca | ladybirdlottery.com

SPONSORSHIP TIER:	PRESENTING PARTNER 2025	COMMUNITY SPONSOR
PRICING	\$10,000 SOLD	\$600
TERM	Annual *Four seasonal lotteries.	Seasonal *Each lottery runs for six weeks.
SLOTS AVAILABLE	1 Exclusive Per Year	3 Per Season
Media Release Your presenting partnership will be highlighted in all media press releases.	✓	
Premium Logo Placement Through 2024, your logo will appear on PDF ticket receipts, Ladybird's website landing page and banner ads, and all lottery social media posts, and above the fold on official lottery sites (ladybirdlottery.com / ladybirdlottery.ca)	✓	
Logo Placement During each seasonal lottery, your logo will appear on Ladybird's website lottery listing as well as on official lottery sites (ladybirdlottery.com / ladybirdlottery.ca)	✓	✓
E-blast Acknowledgments Your linked logo in e-blasts during lottery run. <i>4.5K subscribers, 40% open rate</i>	✓	✓
Social Media Posts Acknowledgement and Tagging for your business on lottery promotions <i>Facebook (35K), Instagram (14K)</i>	✓	✓

Learn more at www.ladybirdanimalsanctuary.com/how-to-help/sponsor/