

Olympic Torch Relay Application form to every household within Canada. They reached 9 million Canadian households and received 6 million applications.

Merchandising. Event-related merchandise can be sold or given away in-store or at the event site to build awareness of the product. Contemporary music tours are very good at merchandising their events through t-shirts, programs, buttons, hats, etc. (Molson Rocks, Labatt's Blue Live).

Signage. On-site (i.e., at the place of the event during the event) recognition of company/brand name and/or logo can be placed on programs, trophies, ribbons, badges, scoreboard, athlete's uniform, podium, stage, curtains, blimps, balloons, etc.

Product Display On-Site. The event is an ideal opportunity to display and demonstrate your product/service. For example: the Toyota Tennis Series displayed the line of cars at each event.

Sampling/Trial. Events provide an excellent vehicle for sampling and trial opportunities.

Special Events/Activity. Special events (i.e., tennis clinics, autograph signing sessions) developed around the event theme will build community awareness and interest.

On-Site Public Address Announcements. On-site public address announcements are a very effective way of creating awareness among spectators. For example: cycling events utilize P.A. announcements to spread out crowds along the race course.