
PUBLIC RELATIONS CANADA PRESENTS

PALLAS
ATHENA

WOMEN'S FIGHTING
CHAMPIONSHIP

S P O N S O R S H I P P A C K A G E

PUBLICRELATIONSCANADA.COM

 [MR.PUBLIC.RELATIONS](https://www.instagram.com/mr.public.relations)

ABOUT PAWFC

Pallas Athena Women's Fighting Championship (PAWFC) showcases the best professional mixed martial from Western Canada and the world! The goal of Pallas Athena is to bring women's mixed martial arts to the forefront and promote women in the sport. We offer a competitive sporting event that showcases the best professional MMA fighters from across Western Canada and the world.



Premiering January 2022



PAWFC.COM / @PAWFCMMA

THE NEW ODYSSEY

PALLAS ATHENA LAUNCH PARTY

SPONSORSHIP
OPPORTUNITIES
AVAILABLE

ELLAHIB MANSION
AUGUST 28, 2021
CALGARY, ALBERTA
2 PM - 11 AM



18 PREMIUM VENDOR SPACES AVAILABLE

CONTACT NOW TO BECOME A SPONSOR

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The New Odyssey will set the benchmark for premium entertainment in Calgary.

The New Odyssey is a VIP invite-only red carpet event to celebrate the launch of the Pallas Athena Women's Fighting Championship.

OUR STRATEGY IS TO BUILD BRAND PARTNERSHIPS WITH LEADERS OF THE SPORTS, ENTERTAINMENT AND LIFESTYLE INDUSTRIES.

We have separated our 13,000 sq ft estate venue into 18 premium spaces enriched with live-action entertainment for guests to explore. This unique open house gala concept provides a showroom experience and an opportunity for brands to connect and engage with a select target market.

The New Odyssey launch party anticipates attendance of over 500 with collective social media reach in the millions. Previous publicity events by Public Relations Canada have made international headlines, including a feature in Maclean's magazine, resulting in millions of traditional media impressions.

In partnership with our valued sponsors and guests, we are committed to making this a night full of entertainment and surprise that is sure to be remembered.

WE INVITE YOU TO BECOME A PART OF THE ACTION.



EVENT SPONSORSHIP

PREMIUM PACKAGE

Preferred vendor spaces starting at 5K.
Includes logo on the event flyer, landing page,
rolling digital ads and up to 20 guest invites.

PROMO PACKAGE

Value exchange opportunity between 2-5K.
Includes premium vendor space, logo endorsement
in selected spaces and up to 12 guest invites.

ENTRY PACKAGE

Entry-level package with >2k sponsorship.
includes logo endorsement and a limited number of
guest invites. Vendor space is not included.

SUGGESTED SPONSORS

Based on the interests of our organic market, we are
seeking limited partnerships in the following industries:

ENERGY DRINK	TRAVEL	MODELING AGENCIES
NUTRITION	BEAUTY	LUXURY VEHICLES
SUPPLEMENTS	CLOTHING	ENTERTAINMENT
FITNESS	LIQUOR	REAL ESTATE

**Other partnership opportunities will be considered.*

***Additional guest passes and data package on request*



500+
GUESTS



AGES
25-44



50% MEN
50% WOMEN



1M+ MEDIA
IMPRESSIONS



AVERAGE
HOUSEHOLD
INCOME >100K+

**Based on previous events by PRC*

TO BECOME A SPONSOR FOR THE NEW ODYSSEY PARTY
PLEASE EMAIL PUBLICRELATIONSCANADA@GMAIL.COM

THE GUESTHOUSE

SECOND FLOOR

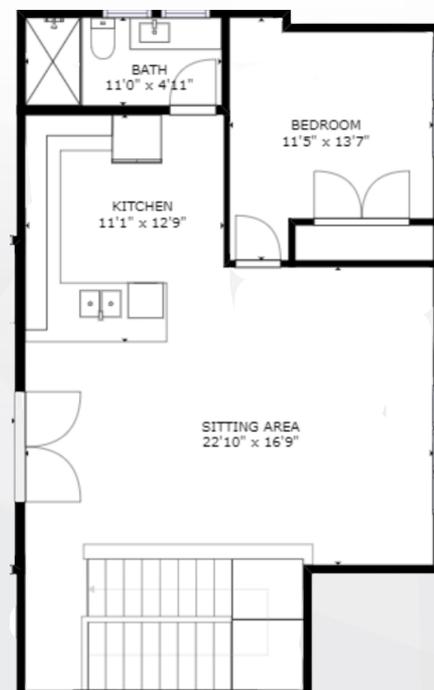
- *22'10" X 16'9" SITTING AREA
- 11'1" X 12'9" KITCHEN
- 11'5" X 13'7" BEDROOM
- 11'0" X 4'11" PRIVATE WASHROOM

Full kitchen, dining area, living area, private storage area and washroom.

- Private washroom access
- Attached garage below
- Separate entrance
- Connects to the main house through bridge
- Bedroom can be used as storage

Preferred sponsors:

Liquor, vape, cannabis, dealership or may be used as a Private VIP Area



THE DRAWING ROOM

SECOND FLOOR

23'11" x 18'0" SITTING AREA

- Be in the middle of the action
- Located within the stunning architecture of the bridge
- Great natural lighting
- Seating included
- Optimum view of proposed outdoor stage area
- Access through the second floor of the main house
- Secondary entrance through the secondary suite

*Preferred sponsors:
Energy drink or artist*



GARAGE

GUEST HOUSE

- 3 car garage
- High ceilings
- Entrance from breezeway
- Guests may access easily via patio, front entrance or guesthouse

*Preferred sponsors:
Luxury vehicles*



THEATER

LOWER LEVEL



18'0" x 14'0" THEATER ROOM

- Wiring for A/V equipment
- Shelving for signs and displays
- Carpeted with dark walls
- Secluded and quiet area

*Preferred sponsors:
Gaming, poker, entertainment,
travel or electronics.*

RECREATION ROOM

LOWER LEVEL

41'10" x 28'3" REC ROOM

- Very large, open area
- Walk-out covered patio
- Gas fireplace
- Seating included
- Opens to gym and wet bar
- Bedrooms may be used as storage areas



Open to offers

THE GYM AND WET BAR

LOWER LEVEL



14'2" x 14'9" EXERCISE ROOM

- Three large mirrors
- Two open concept glass walls
- Rubber flooring
- Open space for equipment
- Visible from wet bar and recreation room

*Preferred sponsors:
Gym or fitness studio*

9'5" x 16'11" BAR AREA

- Fully operational bar including dishwasher and sink
- Display shelves with mirrors behind to emphasize product
- Bar seating and table included
- Glass-walled wine room

*Preferred sponsors:
Wine or alcohol*



KITCHEN

MAIN FLOOR

18'5" x 19'0" KITCHEN

- Premium appliances
- Large island
- Spacious prep area
- Bar seating
- Open concept, high visibility

*Preferred sponsors:
Nutrition, meal prep, restaurant,
personal chef, appliances*



DINING AREA

MAIN FLOOR

14'10" x 16'1" BREAKFAST

- Large bar can be used as display counter
- Table/chairs optional
- Connected to kitchen
- Access to patio

*Preferred sponsors:
Open to offers*





SUNSET PATIO

MAIN FLOOR

28'0" x 21'5" SOLARIUM

- Mountain facing, sunset views
- Large gas fireplace for nighttime ambient effect
- Includes large sectional seating area
- High traffic area between main house and outdoor areas
- Premium views of outdoor entertainment including MMA ring and stage

PREMIUM LOCATION.

*Preferred sponsors:
Hooka, smoke shop, or modeling agency*

SMOKING ROOM

MAIN FLOOR



14'10" x 18'7" CIGAR ROOM

- View of proposed stage area
- Direct access to patio
- Seating and tables included
- Fireplace
- Mountain views

Preferred sponsors:

Cannabis, cigar or tobacco

GARAGE

MAIN

- Three car garage
- High ceilings
- Connects to main house through kitchen entrance

Preferred sponsors:

Luxury vehicles, motorcycles or liquor

THE LOUNGE

MAIN FLOOR



24'7" x 17'7" SITTING AREA

- High traffic area
- Seating and tables included
- Large wall for banners or display
- Fireplace

Preferred sponsors:

Open to offers

DINING ROOM

MAIN FLOOR

19'0" x 15'4" DINING AREA

- Opens to the left of the grand entrance, open concept
- Can include dining set
- Overhead lighting

Preferred sponsors:

Botox, aesthetics or plastic surgeon



THE OFFICE

MAIN FLOOR

13'5" x 14'10" OFFICE

- Private meeting space can be used for consultations
- Includes desk, seating for three
- Large windows
- Entrance from the right of the grand entrance

Preferred sponsors:

Real estate or travel agency



MASTER SUITE

UPPER LEVEL



19'11" x 22'6" BEDROOM

- Furniture can be included or removed on request
- Hardwood floor with carpeting
- Access to dream ensuite

*Preferred sponsors:
Aesthetics, beauty or other*

DRESSING ROOM

UPPER LEVEL

18'0" x 19'7" CLOSET

- Stunning closet design with maximum display area
- Mirror-back shelving
- Natural lighting

*Preferred sponsors:
Luxury clothing*



FLOORPLAN



THE NEW ODYSSEY IS THE OFFICIAL
LAUNCH PARTY FOR PALLAS ATHENA
WOMEN'S FIGHTING CHAMPIONSHIP.

THIS EVENT IS BROUGHT TO YOU BY
PUBLIC RELATIONS CANADA.



FOR MEDIA INQUIRIES, PLEASE CONTACT:

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