

feastival

CELEBRATING THE ISLAND'S CULINARY CULTURE!

SATURDAY, SEPTEMBER 26TH

Vancouver Island Conference Centre

10 am – 4 pm

“FEASTIVAL”, a new and exciting showcase of the local food and beverage scene featuring some of the finest locally-sourced products, ingredients, talent and attractions on the mid-Island.

Meet the folks who make and grow your favourite food and drink, all in one place, at one amazing event. From fields to farms to fisheries, FEASTIVAL is the mid-island’s premiere food to fork event.

Sponsored by



Nanaimo Daily News.





WHAT TO EXPECT

The 'Show'

Retailers, wholesalers, distributors, producers, processors, growers, fishers, farmers, ranchers, artisans, inventors, educators... in dozens of booths through 3 ballrooms at the Vancouver Island Conference Centre.

The Farmers Market

Think Local. Eat Local. Buy Local. All the most popular vendors from Nanaimo's local Farmer's Markets will open at noon with their fresh bounty!

Sips

Get to know the local craft beverage scene! Make new friends quickly after just a few booths! This year's FEASTIVAL will be host to an exciting array of the region's amazing community of breweries, wineries, cideries, and distilleries.

Samples

Roll with tiny tastes free from some booths, or chomp on generous, scrumptious samples purchased with FEASTIVAL tickets.

Celebrity Chef Corner

Celebrity chef demonstrations, tastings, pairings led by well-known culinary experts and cookbook authors.

Family Cooking Lessons... from the Pros

A FEASTIVAL section devoted to teaching small groups of eager learners. Three sets offered – kids, teens, adults.

2nd Annual Seafood Chowder Competition

2014 was a huge success so join us again this year. Sample a variety of great chowders and help the judges.

Food Truck Festival

Watch for more news on this...



WHAT YOU'LL PAY, WHAT YOU'LL GET

Door prizes, exhibitor prizes, draws and raffles will be just another part of the day of culinary discoveries and celebrations...

- \$5 Admission to show - \$3 under 12, \$15 families
- \$2 food/drink tickets
- Additional admission ~ workshops \$6 pp

As an attendee, exhibitor or sponsor, you will:

LEARN from leading culinary experts and successful food entrepreneurs.

MEET people who make, grow and market our local food and drink.

RECEIVE free one-on-one advice from business leaders about food and dining tips & tricks

CONNECT with our on-the-floor experts and learn about the latest and greatest products, services, and marketing tools in the food industry.

And... participate in contests, draw prizes, and give-aways!



FEASTIVAL SPONSORSHIP OPPORTUNITIES

Platinum	\$4,000
Gold	\$2,000
Silver	\$1,250
Bronze	\$ 750
Celebrity Chef's Corner	\$1,500
Family Cooking Lesson Stage	\$1,500
Seafood Chowder Competition	\$1,000
Friends of FEASTIVAL	\$ 500

Platinum Sponsorship \$4,000

- Premium placement in trade show with double sized booth
- Logo prominent in NDN advertising, social media, website, event signage
- Full page back cover ad in the printed program
- Logo on trophy presented to the "Best Booth" award recipients
- MC acknowledgement at the trade show
- 5 passes to attend the trade show each with 5 X \$20 tasting tickets

Gold Sponsorship \$2,000 plus

- Prominent booth placement in trade show
- Logo prominent in NDN advertising, social media, website, event signage
- ½ page ad in the printed show program
- MC acknowledgement at the trade show
- 2 passes to attend the trade show each with 2 X \$20 tasting tickets

Celebrity Chef's Corner Sponsor \$1,500

- Exclusive -- Only 1 sponsorship available
- Prominent booth placement in trade show
- Logo prominent in NDN advertising, social media, website, event signage
- ¼ page ad in the printed show program
- MC acknowledgement at the trade show
- 2 passes to attend the trade show each with 1 X \$20 tasting tickets

Family Cooking Lessons -- Speakers Stage Sponsor \$1,500

- Exclusive -- Only 1 sponsorship available
- Prominent booth placement in trade show (\$200 value)
- Logo prominent in NDN advertising, social media, website, event signage
- ¼ page ad in the printed show program
- MC acknowledgement at the trade show
- 2 passes to attend the trade show each with 1 X \$20 tasting tickets

2nd Annual Seafood Chowder Competition Sponsor \$1,000

- Exclusive -- Only 1 sponsorship available
- Prominent booth placement in trade show (\$200 value)
- Logo prominent in NDN advertising, social media, website, event signage
- ¼ page ad in the printed show program
- 2 passes to attend the trade show each with 1 X \$10 tasting tickets

Silver Sponsorship \$1,250

- Prominent booth placement in trade show
- Logo prominent in NDN advertising, social media, website, event signage
- ¼ page ad in the printed show program
- 2 passes to attend the trade show each with 2 X \$20 tasting tickets

Bronze Sponsorship \$750

- Logo displayed in Nanaimo Daily News advertising, emails, social media, website, event signage
- Business card size ad the program
- MC acknowledgement at the awards reception
- 4 passes to attend the trade show

PROMOTIONAL CAMPAIGN INCLUDES:

- Publicity campaign—comprehensive coverage through radio, daily and community newspapers - \$2500
- Social Media campaign including Twitter and Facebook - \$2500 value
- Multiple Email blasts to Chamber of Commerce membership (800 +) -- \$1000 value
- Promotion at Chamber of Commerce regular Luncheons -- \$1000 value
- Live on location broadcast and radio campaign with The Wave and The Wolf \$-- 4000 plus value
- Newspaper campaign with the Nanaimo Daily News -- \$10,000 plus value
- Rack Cards & Posters - distributed to booth exhibitors, sponsors and prominent locations -- \$1,000
- Cross Promotions – sponsors & exhibitors -- \$5,000

Promotional Campaign Value.....\$25,000 plus.