

*Be Part of the First Annual.....*

# *Alberta's Best Culinary Festival*

## *September 28<sup>th</sup> to 30<sup>th</sup>, 2007*

We're pleased to present this package detailing how your company can taste success as a sponsor of **Alberta's Best Culinary Festival**. This event is sure to be the talk of the province - and you can be part of the excitement!

This new, annual event is a combination of competition and learning, with a focus on regional food. It will showcase the best of Alberta – chefs, competitors, ingredients and culinary adventures. The event will be held in beautiful **Banff** from **September 28th to 30th, 2007**.

The **highlights of this culinary weekend adventure** include:

- **Alberta's Best Chef Competition** – a lively competition that will challenge Alberta's top chefs to create a breakfast, lunch and dinner using Alberta-produced ingredients. Alberta's finest food critics and food celebrities will judge this "Iron Chef" inspired competition.
- **Interactive Culinary Classes** – while enjoying scenic Banff and the many activities and excursions that will be offered, attendees will be able to participate in up to 20 different culinary classes - from Edible Spa Treatments and Sweets and Treats to Healthy Hiking.
- **The Culinary Marketplace** – an outdoor food event that will be held in Banff. The marketplace will allow consumers to learn more about your company's products and to purchase products produced in Alberta.
- **The Agri-Art Display** - where consumers will see local artists create art with food. Children will have an opportunity to join in the fun. Who says you can't play with food!

As a sponsor of **Alberta's Best Culinary Festival**, your company will be advertised to the **thousands of consumers and media personalities** who will attend this event.

Take a bite of the action! **Review the attached pages that outline the sponsorship levels** available to your company. **Act today, as applications for sponsorships will only be accepted until March 31, 2007.**

**To discuss your level of sponsorship or for further information, please contact  
Ardis Westgard at (780) 469-6244 (email [Ardis@AttractAttention.ca](mailto:Ardis@AttractAttention.ca)).**



# Alberta's Best Culinary Festival - Sponsorship Menu

## Every Sponsor

In addition to the exposure outlined under the specific sponsorship levels on the following pages, **every sponsor will receive** logo exposure through the following channels.

### Websites:

- A dedicated website will be launched in May to provide consumers with event details and the capability to order tickets online. Your company logo and a live link to your site will be featured on this website.
- In addition, Gold Plate sponsors will be advertised through articles and information found on [www.BanffLakeLouiseLive.com](http://www.BanffLakeLouiseLive.com), a joint venture between Travel Alberta and Banff Lake Louise Tourism.

### Consumer E-newsletters:

- In July, a special edition Travel Alberta Holiday Card e-newsletter will be sent to 110,000 households throughout western Canada to promote the event.
- All sponsors will also be featured in an e-newsletter sent to all attendees in October after the completion of the event.

### Press Releases:

- Press releases promoting the event will be sent out the first week of May, the second week of July and the first week of September. Where appropriate, sponsors will be mentioned or announced.

### Print Materials:

Your company's logo will be featured in the:

- Event Program (8 pages) that will be distributed to all attendees in their registration kit prior to the event and which will also be distributed to select homes in Edmonton and Calgary to promote the event.
- Flyers distributed at various Agricultural Society events held throughout Alberta in July and August.

### Participation in *The Culinary Festival Marketplace*

- Your company will have the opportunity to have a free booth at the Culinary Festival Marketplace (outdoor tradeshow).

## Gold Plate Sponsor

\$ 15,000

As a Gold Plate sponsor, your company is able to sponsor any one of the following:

1. **Title sponsor for the overall Alberta's Best Culinary Festival Marketplace.**
2. **Opening Ceremonies on Friday evening.**
3. **Closing Ceremonies at the Sunday luncheon**, which will mark the wrap up of the festival, with consumers, media, and sponsors in attendance.



In addition to the opportunity to be featured as a lead sponsor on the marketing materials for all sponsors outlined on the previous page Gold Plate sponsors will be:

- Prominently advertised on signage displayed at your chosen event
- Provided with the opportunity to address the audience at the event

In addition, each of the Gold Plate sponsors will be highlighted on:

### Event Program:

As a Gold Plate sponsor, your company will have the opportunity to profile your products/services in the Event Program.

### Online Cookbook:

Your company profile and a featured recipe will be displayed in the online cookbook that will be developed and distributed to all attendees.

### Promotional Materials:

- Promotional materials will be produced and distributed to households in Edmonton and Calgary
- These materials will advertise the overall event and your company's logo

# Alberta's Best Culinary Festival - Sponsorship Menu



## Silver Plate Sponsor

\$ 10,000

As a Silver Plate sponsor, your company is able to choose to sponsor any one of the following:

### 1. Cooking classes for consumers:

These fun, interactive events will feature local celebrities providing hands-on instruction to attendees. Consumers will be able to choose from a variety of classes including everything from Edible Spa Treatments to 10 Easy Meals with Alberta Meats

### 2. One of three featured Alberta ingredients to be used in Alberta's Best Chef Competition:

The featured Alberta ingredients and your company will be advertised on promotional materials that will be produced and distributed to households in Edmonton and Calgary in order to promote the overall event. Silver Plate sponsors will have their company logo and a recipe on the promotional materials and on the website.

### In addition to the opportunity to be featured on the marketing materials outlined for all sponsors, Silver Plate sponsors will be:

- Prominently advertised on signage displayed at your chosen event.
- Provided with the opportunity to distribute information regarding your company/product to the audience attending the event.

In addition, each of the Silver Plate sponsors will be highlighted on:

#### Event Program:

As a Silver Plate sponsor, your company will have the opportunity to profile your products/services in the Event Program and the Event Brochure.

#### Online Cookbook:

Your company profile and a featured recipe will be displayed in the online cookbook that will be developed and distributed to all attendees.



## Bronze Plate Sponsor

\$ 5,000

As a Bronze Plate sponsor, your company is able to choose to sponsor any one of the following::

### 1. One of 10 Chef Stations at Alberta's Best Chef

#### Competition:

- Your company will be prominently advertised on signage displayed on the Chef Station
- It is anticipated that the Alberta's Best Chef Competition will draw widespread media attention, and therefore your company could receive brand recognition with any television coverage of the event

### 2. Sponsor a meal:

- Sponsor breakfast, lunch, or dinner for consumers attending Alberta's Best Chef Competition.
- These attendees are sure to be true "foodies" who will be made aware of your sponsorship and the information you provide regarding your company.

In addition, each of the Bronze Plate sponsors will be highlighted on:

#### Online Cookbook:

Your company profile and a featured recipe will be displayed in the online cookbook that will be developed and distributed to all attendees.

# Alberta's Best Culinary Festival

## Sponsorship Menu

### White Plate Sponsor

\$ 2,500



As a White Plate sponsor, your company is invited to sponsor awards for:

1. The winner of the "Alberta's Best Chef - Breakfast" Competition
2. The winner of the "Alberta's Best Chef - Lunch" Competition
3. The winner of the "Alberta's Best Chef - Dinner" Competition
4. The overall winner of "Alberta's Best Chef"
5. The winner of "Best Instructor/Class" as determined by participants' votes.

In addition to the opportunity to be featured on the marketing materials for all sponsors, White Plate sponsors will be:

- o Prominently advertised on signage displayed at the awards ceremony
- o Have their company name included in all materials that refer to the Award
- o Provided with the opportunity to be a co-presenter of the Award

#### **Additional Opportunities Available To Companies:**

1. Rent a tradeshow booth at the Culinary Festival Marketplace  
Cost: \$250.00  
Contact [Register@AttractAttention.ca](mailto:Register@AttractAttention.ca) before April
2. Purchase advertising in Alberta's Best Culinary Festival Event Program (250,000 printed and distributed):  
1/4 page - \$250.00                      1/2 page - \$500.00  
Back Cover - \$1500.00
3. If your company is interested in hosting a learning class, please contact [Glenda.Myles@AttractAttention.ca](mailto:Glenda.Myles@AttractAttention.ca)

## The Target Markets

In order to maximize the results of our marketing efforts, we are utilizing Travel Alberta's four key buying groups as our target audiences. We have created learning streams to target each of the groups.

### **Comfort Seekers – Home Away From Home**

Comfort Seekers are big on reconnecting with family and friends, and "value for money" is an important destination choice motivator for them. With time constraints and a growing desire to be healthy, many households try to create fast but nutritious meals for their families. It is a constant battle between easy to make foods, and finding time to make nutritious meals. In this stream, participants will learn how to shop for ingredients they can use to create healthy and nutritious meals in under 30 minutes. They'll also learn interesting techniques to get children to eat healthy, including solutions for school lunches.

### **Real Relaxers – Peace and Tranquility:**

Real Relaxers are empty nesters looking for peace and rest, which takes priority over being involved in specific activities. Romance, relaxation and tranquility are the things that Real Relaxers are after. They don't like to plan but certainly like to unplug from their hectic everyday lives. This stream will focus on creating wine and food that are mixed with ways to unplug and unwind (for example, spa, yoga and romance).

### **Urban Explorers – Savour The City:**

Urban Explorers prefer exciting city locations, cultural activities/events, dining, casinos, shopping and 'exploring' cities. Urban Explorers are always on the lookout for the hippest, new trends. This stream will focus on hands-on cooking classes, including fusion creations – what it is and how can you make it; traditional and not-so-traditional sushi and other Asian-influenced dishes; and 100+ things to do with vegetables (interesting and tasty vegetarian options for everyone).

### **Accomplishers – Your Adventure Awaits:**

Accomplishers want new and exciting things to do, preferably outdoors. Outdoor adventure, learning and food are three great things that Accomplishers will enjoy. This stream will focus on a mix of outdoor adventure and cooking and will include a cooking class and picnic after a heli-hike and canoeing/hiking trip, with an overnight stay at a backcountry lodge.