

COWICHAN
WINE
&
CULINARY
FESTIVAL

2012 Sponsorship Package

Event Dates – September 8 – 16, 2012

Location – The Cowichan Region

Description – The event will kick off on September 8 with a high profile event at the Cowichan Exhibition. The festival launch event has typically been attended by industry dignitaries, local politicians, sponsors, media, associated professionals as well as the general public. Throughout the week there will be various wineries, farms and other venues holding special wine and food related events including wine makers dinners, themed lunches, seminars etc. On the weekend of the 15th & 16th there are special events happening at all participating winery locations. In the past those have included guided tours, music, falconry exhibits, dinners, dances, speakers, mini farmer's markets, grape stomps, hay rides, wine and food tasting, picnic lunches and demonstrations of various types and of course shopping for local food and wine products.

History & Participants – This year will be the 8th annual festival and has in the past included a variety of wine and culinary related events and activities which are open to the public. Many of the activities have no admission fee but some are ticketed events such as dinners and dances. The theme of the event is local wine and food and in the past there have been wineries, farms, chefs, food producers, restaurants & hotels featuring local fare. We anticipate there will be 16 wineries participating in 2012 and 10 – 12 other supporting businesses

Estimated Budget \$50,000

Other Funding Sources – The event is funded primarily through participation fees but also receives financial support from Economic Development Cowichan which is recognized as a contributing sponsor. Tourism Vancouver Island & Tourism BC have in the past provided a 'matching fund' grant and are also recognized as contributing sponsors. The festival receives in kind support from the media, local businesses and organizations.

Expected Attendance – Due to the geographically dispersed nature of the festival it is difficult to give precise numbers but it is fair to say that the average attendance over the past seven years is around 5000 to 6,000 people. This year we are extending the festival to be eight days and anticipate the numbers will increase to 10,000.

Target Group – The festival attracts people in the 25 – 75 year old age group, middle to high income earners mostly from Vancouver Island but growing to reach the Lower Mainland & BC Interior markets.

Benefits to the Agricultural Industry – The Cowichan area is becoming renowned for the great quality of locally grown food and wine and the festival celebrates this and draws attention to the area and provides an opportunity for many people to tour and sample. This creates increased revenues on the dates of the festival but also builds recognition for local producers and the potential for new customers and revenue opportunities throughout the year. The festival provides an opportunity to showcase to potential new customers who will further support and recognize the Cowichan Region through selecting locally made products and serving them to their family, friends and guests or at their restaurants and at business functions. This all helps to elevate the profile and also potential earnings of the producers. The festival is a touring event which gives people unfamiliar to the area an opportunity to see it and recognize its value as an agriculturally rich area with a wide diversity of producers and growers. It is an opportunity to generate support for the industry from community, businesses, local government agencies and politicians which will help the Agriculture and agritourism industries to grow and thrive in Cowichan.

Recognition Incentives for Presenting Sponsor – A Presenting Sponsor will receive year round recognition on every page of the new Cowichan Wineries and Wine & Culinary Festival website. This website already comes up highly on the search engines and will have traffic driven to it year round through ads and promotions. There is also four panel glossy brochure that will be distributed at Wineries, Restaurants, Visitor Centres & Trade Shows. We are having a 'stand up banner' made which will be prominently displayed at Trade shows and at high traffic wineries driving traffic to the website. In the weeks leading up to the festival the brochure and festival program naming major sponsors will be widely distributed at wine shops around the island and lower mainland. The Wine & Culinary Festival is always highly supported by the media with supporting sponsors being an Island television station and local radio station. Print media are also very supportive.

The Cowichan Wine & Culinary Festival Committee thank you very much for your consideration of our request for sponsorship and look forward to hearing your decision.



Official Sponsorship Agreement 2012
Saturday, September 8th - Sunday, September 16th, 2012

Company Name: _____

Company Contact: _____

Mailing Address: _____

City/Province: _____ Postal Code: _____

Phone Number _____ Fax Number: _____

E - Mail Address: _____ Website: _____

Your business, the wine & culinary businesses and the Cowichan community all benefit from the marketing of the Cowichan Wine & Culinary Festival. Thank you for your consideration of this request.

Sponsorship Levels:

Presenting Sponsor \$2,000 – See attached
Sponsor \$500 – one year listing on website & printed 2012 festival brochure
Supporter \$200 – one year listing on website

Method of Payment

Cheque: Enclosed _____ Please make cheques payable to Economic Development Cowichan

Credit Card: VISA/ MasterCard _____ Expiry Date: ____ / ____ Security Code: _____

Name on Card: _____ Signature: _____

Mail: Economic Development Cowichan, 135 Third Street, Duncan, BC V9L 1R9

Fax: (250) 746-7801

I have read, understand and agree to the terms and conditions of and attached to this agreement.

Participant Signature: X _____ Date: _____