3RD ANNUAL

COCHRANE FOOD FEST

TASTE LOCAL

Where everyone is invited to the table!

SPONSORSHIP PROPOSAL

Cochrane Food Fest (CFF) is excited to be back for **2023! CFF** is a **1 day food festival event** where **local food establishments & vendors team up** with **local farmers, growers,** and **producers** to create a **one of a kind cuisine experience** for **community members** and **tourists** who **appreciate quality, local food,** as well as **music entertainers** and **activities** for **children** and **families.**

LOCAL FOOD FOOD FOOD FOOD FOOD

LIVE
MUSIC

LOCATION LOCATION LOCATION

Cochrane Food Fest is centrally located in the beautiful Mitford Park. Boasting a stage and sprawling green spaces, Mitford Park is one of the best location for a summer picnic in the park!

CFF will be held **August 13, 2023.** The hours will be **12pm-7pm**

THE AUDIENCE

TARGET MARKET

People who support local, are always looking to try new foods/ experiences, and who want to spend time with friends and family.

- Local and regional tourists
- Young couples and families with children
- ages 29 - 45.

Cochrane
has a population of 30,000+.

Calgary & Region
has over 1 million+.

The CFF's goal of 1-3K attendees to be a success.

HOW BIG IS THE MARKET?

6,642

unique web visits

(June 1 - August 21, 2022)

1,000+

Instagram followers

900+

Facebook followers

(from page creation in March 2022)

300+

Email List Contacts

Event Listings on Local & YYC based Event Websites

2022 SUCCESSES

$15K+

in sales for food vendors

3,500+

in attendance

(based on ticket sales in 2022)

6 HRS

of live music

SPONSORSHIP

ALL SPONSORS RECEIVE...

- Business logo included on staff/ volunteer festival t-shirts
- Business logo & link included on our website
- Business logo included on posters around town
- Verbal "Thank You" during the festival
- Included in social media & Cochrane Eagle "Thank You" Ad (post-event)

**All 2023 sponsors will receive first right of refusal for their sponsorship level in 2024

TITLE SPONSOR $8,500

- Cochrane Food Fest 2023 naming rights
- Business logo on ALL digital and printed festival signage
- Business tagged in all main social media posts
- Individualized hashtags used on all Instagram posts
- Recognition in all advertising associated with the festival
- $500 worth of food tickets to the festival
- Opportunity to speak on stage during the festival

ENTERTAINMENT SPONSOR $5,000

- Stage naming rights
- Main banner on the stage will be branded (title and logo)
- Tagged on all social media entertainment posts
- $200 worth of food tickets to the festival
- Opportunity to speak on stage during the festival and/or introduce a performer

~~KIDS ZONE SPONSOR~~ $2,500

- Kids Zone naming rights with branded banner displayed at festival
- Tagged on every social media post related to the Kids Zone
- $100 worth of food tickets to the festival
- Onsite opportunities for marketing & to hand out branded business swag

GOLD - $1,000

- Includes everything listed under: All Sponsors, plus tagged in 5 social media posts
- Opportunity to have a booth at event to hand out marketing materials

SILVER - $500

- Includes everything listed under: All Sponsors

THE TEAM

Kailey Mitchell
Lead Event Coordinator

Tiana Carson
Social Media & Events Assistant

Julie Haskill
Web & Graphics