

4TH
ANNUAL

COCHRANE
TASTE FOOD FEST LOCAL

Where everyone is invited to the table!

SPONSORSHIP PROPOSAL



Cochrane Food Fest (CFF) is excited to be back for **2024! 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, 2024.
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 35,000+

Calgary & Region
has over 1 million+.

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

**HOW BIG IS
THE MARKET?**

4,100

unique web visits

(Past 12 months)

2,100+

 **Instagram
followers**

1,300+

 **Facebook
followers**

300+

**Email List
Contacts**

Event Listings on Local & YYC based Event Websites

2023 SUCCESSES

\$15K+

in sales for food vendors

6 HRS

of live music

3,500+

in attendance

(based on ticket sales in 2022)



SPONSORSHIP

ALL SPONSORS RECEIVE...

- 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)

TITLE SPONSOR \$8,500

- Cochrane Food Fest 2024 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

**All 2024 sponsors will receive first right of refusal for their sponsorship level in 2025