



# BC SEAFOOD FESTIVAL

## PARTICIPATION PACKAGE

JUNE 8 - 17, 2018 | COMOX VALLEY | VANCOUVER ISLAND



Western Canada's Largest Seafood Festival  
[BCSeafoodFestival.com](http://BCSeafoodFestival.com) | [BCSeafoodExpo.com](http://BCSeafoodExpo.com)

## LEVERAGING WESTERN CANADA'S LARGEST SEAFOOD EVENT

**Unprecedented growth.** If one phrase could sum up the BC Seafood Festival, this is it. Across all facets of the Festival, Western Canada's largest, unprecedented growth has occurred through new events & ticket sales, massive BC and International Chef engagement, expanded seafood industry & buyer participation, and extensive marketing & media coverage. The results, valuable exposure and awareness for participating businesses, sponsors, the many events & producers, and reflect the importance & interest in the BC seafood industry worldwide.

2018 brings an incredible opportunity for Festival partners to enhance their own marketing & business development objectives, by collaborating within this rapidly expanding event.



**\$350k MARKETING CAMPAIGN;  
+4.5 MILLION TRADITIONAL REACH  
VIA TV, PRINT AND RADIO**



**+13 MILLION DIGITAL AND SOCIAL  
MEDIA IMPRESSIONS; 129K VIDEO VIEWS;  
OVER 150,000 WEBSITE VISITS;  
22K CONTEST ENTRIES**



**45+ TOP-INFLUENCER FESTIVAL CHEFS FROM  
THE REGION'S MOST POPULAR SEAFOOD  
RESTAURANTS; 20 PARTICIPATING IN  
BC SEAFOOD ON YOUR PLATE PROGRAM**



**70+ FESTIVAL EVENTS AND TOURS;  
4000 TICKETS SOLD;  
26 EVENT SELLOUTS**



**27 INTERNATIONAL AND DOMESTIC MEDIA  
HOSTED; OVER \$1 MILLION IN EARNED  
MEDIA COVERAGE AND 81 MILLION CIRCULATION**



**35+ INTERNATIONAL SEAFOOD BUYERS  
FROM OVER 10 COUNTRIES; 160 PARTICIPATING  
INDUSTRY ASSN'S AND BUSINESSES AT EXPO**

**FESTIVAL  
SUCCESS!**

## SPONSORSHIP OPTIONS

A robust and targeted series of top consumer and industry events and programs are available for sponsorship, providing businesses and organizations a distinct marketing and awareness advantage. Associated sponsor benefits can be found on the following Sponsorship grid page.

### Signature Event Presenting Sponsor - \$10,000

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. <b>BC Seafood Expo</b>, June 11 &amp; 12</li> <li>2. <b>International Buyers Reception &amp; Dinner</b>, June 11</li> <li>3. <b>Gala Dinner</b>, June 15</li> <li>4. <b>Chef Demo Stage</b>, June 16 &amp; 17</li> <li>5. <b>Pacific Coast Chef Championship</b>, June 15-17<br/>Plus an opportunity to sponsor 1 of 12 competing Chefs at \$500 per Chef</li> </ol> | <ol style="list-style-type: none"> <li>6. <b>FreshFest</b>, June 9</li> <li>7. <b>Oyster Bar</b>, June 15</li> <li>8. <b>Kitchen Party</b>, June 16</li> <li>9. <b>Seafood Live Concert in the Park</b>, June 16</li> </ol> |
|--|---|

### Event Experience Presenting Sponsor - \$5000

1. **VIP Brunch**, June 17
2. **Entertainment Stage**, June 16 & 17
3. **Kids Ocean Experience Stage**, June 16 & 17
4. **Expo Program Sponsorships**

### Competition Presenting Sponsor - \$5000

1. **Best Caesar of Festival Competition**, June
2. **Chowder Competition**, June 16 & 17
3. **Oyster Shucking Championship**, June 16 & 17
4. **Mussel Tie Competition**, June 16 & 17

### Festival Program Sponsorships - \$2500

1. **International Media Program**, June 8-17
2. **Domestic Media Program**, June 8-17
3. **International Chef Program**, June 15-17
4. **International Buyers Program & Tour**, June
5. **Trade Expo**, June 11 & 12
6. **Volunteer Program**, June 8-17

### Associate or Corporate Sponsorships

**\$1000+** *cash and/or in-kind*

1. **Beer, Wine and Spirits sponsors**
2. **Food Supplier sponsors**
3. **Communications sponsors**
4. **Official Hotel sponsors**

### Additional Sponsorship Opportunities

**Community or Industry Partnerships:** \$500 or more

**Friends of the BC Seafood Festival:** up to \$500

**BC Seafood Excellence Restaurant Award:** \$500

**BC Seafood on Your Plate Winning Seafood Restaurant Prize:** \$1000



## SPONSORSHIP OPTIONS (cont.)

BC SEAFOOD FESTIVAL SPONSORSHIP	PRESENTING SIGNATURE EVENT \$10,000	PRESENTING EXPERIENCE OR COMPETITION \$5000	PROGRAM SPONSOR \$2500	ASSOCIATE, CORPORATE SPONSOR \$1000+	COMMUNITY OR INDUSTRY \$500+
Company name/logo on all applicable marketing material (print, poster, website)	Full size on presenting, 75% all Festival	Full size on presenting, 50% all Festival	Full size on program, 25% all Festival	All Festival publications 25% size	All Festival publications 25% size
Company exposure at BCSeafoodFestival.com	Full size on presenting, 75% logo size	Full size on presenting, 50% logo size	Full size on program, 25% logo size	25% logo size	25% logo size
Exposure on festival social media channels and e-blasts	Title event exposure	Title event exposure	✓	✓	✓
Full-screen logo displayed on TV screens @ Vancouver Island Visitor Centre	✓	✓			
Logo on hard copy and online Festival tickets (time-sensitive)	Signature Event ticket				
Advertising space in Official Festival Program Guide	full page (+\$750 value)	half page (+\$400 value)	quarter page (+\$250 value)		
Advertising space in BC Seafood Month insert (+100K distribution)	half page (+\$600 value)	quarter page (+\$349 value)	eighth page (+\$249 value)		
Banners displayed at key festival events	Prime location at Title Event, all events	Prime location at Title Event, all events	All events	All events	negotiable
Onsite display at Signature Events	Prime location at sponsored event	Prime location at sponsored event	✓		
Signature Event tickets #	negotiable	negotiable	negotiable		
BC Seafood Expo registrations (includes International Buyers Reception)	4 (\$1200 value)	2 (\$600 value)	1 (\$300 value)	negotiable	
First right of refusal for 2019 festival	✓	✓			

### PREFERRED FESTIVAL SUPPLIERS SPONSORSHIP OPPORTUNITIES

Leading businesses and suppliers looking to generate increased awareness can become the preferred official supplier of numerous events occurring during western Canada's largest seafood festival.

Opportunities include: ✓ Garbage / Recycling Management ✓ Shuttle & VIP Transportation ✓ AV/Sound Management  
✓ Official Insurance Provider ✓ Event Rental Provider ✓ Event Signage Supplier

*In-kind sponsorships available to preferred suppliers at a ratio of 3:1 (ie. \$3k of in-kind value to \$1k sponsor value)*