



windsor
essex

Harvest

Festival celebrating local
food & drink

SEPTEMBER
8th & 9th



MARKETING PLAN

The Amherstburg WE Harvest Festival is a celebration of all things culinary and quaffable from the best the Windsor and Essex county region has to offer in Amherstburg, Ontario. Going into our second year, the 2016 festival garnered over 8,000 guests; an amazing feat for a first year festival. In 2017 we will incorporate many genres such as Rock, Pop, Country, and more in our entertainment line up. It will be a two-day festival featuring a large main stage and individual vendors areas.

This event will be held in Amherstburg, Ontario, at the Fort Malden Historical Site on September 8th and 9th, 2017. We understand that festivals in our region require extensive marketing and advertising. Our goal in the 2017 season is to have 10,000-15,000 attendees! We will strive to achieve this through extensive marketing and;

Diverse local Vendors - Which attract large, diverse crowds with the knowledge that there is something there that they will for sure enjoy.

5 Regional wineries, 5 Regional Craft Breweries, and 2 Distilleries - a large part of Travel and Tourism in Windsor and Essex County.

Maximum of 10 food vendors will be participating - Ads will be placed in all of their establishments 3 months prior to the event.

Local Musicians - Attract local residents to support local musicians or to explore what their community has to offer music wise.

International and National talent hailing from target markets - Attracts out of town tourism from their individual fan base markets.

Social Media Presence - The king of all advertising resources. WE Harvest utilizes Facebook, Twitter and many more to inform the public of the happenings over the weekend.

Print Media Presence - The festival utilizes The Windsor Star and The River Town Times - Full page ads and editorial submissions.

Radio - A \$40,000.00 value ad campaign has been secured with Bellmedia (89x, AM800, 939 The River).

2017 NEW ADDITIONS TO OUR MARKETING PLAN

- Adding INTERNATIONAL Talent to our musical lineup (increasing entertainment budget). Having an International artist headline each night is our goal.
- Building on our user friendly Mobile App to be utilized in the months prior to the festival and especially during the festival that enables users to post their experiences directly to social media outlets.
- Surveys to be happening throughout the festival and data collection to increase repeat business all year round in our region.
- Creation of "Stay and Play" hotel packages enabling visitors to purchase event tickets coupled with hotel stays encouraging them to spend the weekend with us.

Our goal is to get 8000 in attendance each day. We will do this through extensive advertising, mouth watering vendors and powerhouse entertainment.

The festival has registered with the Canada South Festival Network as well as FEO (festival and events Ontario) as well as SOCAN and many more Ontario Tourism based affiliations.



SPONSORSHIP PACKAGES

PRESENTING AND MEDIA SPONSOR

VALUE \$40,000 PACKAGE INVESTMENT \$25,000

- One booth at the festival to promote your business if you choose to do so.
- Presenting Sponsorship recognition on all Radio ads. (89x, 93.9 The River and AM 800)
- Sponsor logo on all print media (eg. The Windsor Star, minimum 219,000 homes.)
- Logo on 300 lawn signs placed throughout the town and Essex County two weeks prior to event.
- Announcement of presenting sponsor recognition from main stage throughout the event each day.
- Logo and link on front page of website with presenting sponsor recognition.
- Logo and name recognition on all and any printed material.
- Online social media marketing recognition. (reach 325,000)
- Access to the Harvest Lounge with sofas, covered tables, complimentary appetizers each day, private bar and restrooms.
- 200 Weekend pass wristbands - 200 passes to the Harvest Lounge each night.
- Opening Ceremony speech opportunity.

PLATINUM PACKAGE

Value \$15,000 Package Investment \$10,000

- One booth at the festival to promote your business if you choose to do so.
- Presenting Sponsorship recognition on half of all Radio ads.
- Sponsor logo on all print media (eg. The Windsor Star, minimum 219,000 homes.)
- Logo on 300 lawn signs placed throughout the town and Essex County two weeks prior to event.
- Announcement of presenting sponsor recognition from main stage throughout the event each day.
- Logo and link on front page of website with Platinum sponsor recognition.
- Logo and name recognition on all and any printed material.
- Online social media marketing recognition.
- Access to the Harvest Lounge with sofas, covered tables, complimentary appetizers each day, private bar and restrooms.
- 100 Weekend pass wristbands - 100 passes to the Harvest Lounge each night.

GOLD PACKAGE

Value \$5,000 • Package Investment \$2,500

- Logo and link on front page of website with Platinum sponsor recognition.
- Logo and name recognition on all and any printed material.
- Online social media marketing recognition.
- 1 corporate VIP Table in the entertainment section of the Festival all weekend long.
- 50 Weekend pass wristbands.

SILVER PACKAGE

Value \$2,000 • Package Investment \$1,000

- Sponsor logo in all print media (eg. The Windsor Star, minimum 219,000 homes.)
- Logo and link on the website with sponsor recognition.
- Online social media marketing recognition.
- Logo and name recognition on all and any printed material.
- 25 Weekend pass wristbands



SPONSORSHIP PACKAGES

SPONSOR AGREEMENT

Sponsor Name / Contact / Email / Phone Number

Production or Event: WE Harvest Festival 2017

Sponsor Package chosen

Method of Payment: Cash Cheque Credit Card Trade

Sponsor agrees to provide the following as part of a trade agreement or a split of trade and payment in the following amounts and as follows:

Producer will provide, as part of the sponsorship agreement:

SPONSORSHIP TERMS AND CONDITIONS:

1. WE Harvest Festival (WEH) requires a 50% deposit on all sponsorships. This deposit must be submitted with the signed Sponsorship Agreement in order to secure a sponsorship.
2. No sponsorship will be acknowledged or promoted, either in print or on the WEH official website, until the sponsor has submitted the Sponsorship Agreement and required deposit.
3. The remaining 50% of all WEH sponsorships is due within 90 days of the signed contract or no less than 60 days prior to the event, whatever timeline comes first. If a participant has contracted a sponsorship within 60 days of the event, full payment is required with submittal of Sponsorship Agreement in order to confirm the sponsorship.
4. Sponsors may not sell items for profit. Any items to be sold must be approved by WEH.
5. If a sponsor does not meet the published deadlines, WEH cannot guarantee promotion of sponsorship.

Cheques can be made payable to Fork and Cork Inc.

Signature of Sponsor

Date

Signature of Show Producers

Date

Chris Mickle
Fork And Cork Inc.
519-567-7537
chris@protenders.net