



windsor
essex

Harvest

Festival celebrating local
food & drink

SEPTEMBER
8th & 9th



MARKETING PLAN

The Amherstburg WE Harvest Festival is 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.



VENDOR OPPORTUNITIES

The 2nd Annual WE Harvest Festival will be held September 8th and 9th at the Historic Fort Malden. The event will highlight Windsor & Essex County restaurants, as you sample portion sized servings, to ensure visitors can get a taste of several of the culinary creations.

On the following pages please find a brief overview of the opportunity and the partnership we are looking to create for WE Harvest Festival.

If you are interested in discussing this opportunity further please contact us at your earliest convenience to arrange a meeting.

Chris Mickle, Fork And Cork Inc.

T 519-567-7537

E chris@protenders.net

Kristian Neill, Fork And Cork Inc.

T 519-816-5406

E kristian@protenders.net

Cory Clarkson, Fork And Cork Inc.

T 519-259-7665

E cory@protenders.net

Mike Doige, Fork And Cork Inc.

T 519-984-6776

E mike@forkandcork.ca



VENDOR OPPORTUNITIES

All information in this document and provided to you in subsequent communications is confidential and may not be distributed without consent by Fork And Cork Inc.

CATERING OVERVIEW

DATES, PARK TIMES & ATTENDANCE

WE Harvest Festival is expected to attract over 15,000 spectators to the Fort Malden Historic site over 2 days.

Friday, September 8th, 5pm-1am

Saturday, September 9th, 11am-1am

ACCESS TO SITE, SET-UP & TEAR DOWN DATES

Each vendor will have access to the space throughout the event dates from 6am to 1am and for set up on Thursday, September 7th from 4pm to 9pm, and Friday, September 8th from 10AM- 3PM with tear down taking place Saturday, September 9th after 1am. Vendors are not allowed to tear down earlier than this.

Please note that during operating hours traffic into and out of the site will be limited to foot traffic.

INFRASTRUCTURE

Fork And Cork Inc. will supply the main infrastructure requirements for each catering tent including:

- Main Catering Tent 10x20
- 2 Basic Concession Tables
- 2 Basic Concession Chairs for staff
- 1 shared Handwash station
- Garbage cans and garbage removal services
- Basic power requirements (15 AMP circuits)
- Basic water requirements (access to water source)
- 24 hour Site security

All others are the responsibility of the vendor. Please note that propane is allowed onsite providing it meets all safety requirements.

Ice must be purchased from approved supplier.

PRODUCT OFFERING

We will be looking for partners who offer a variety of products which would appeal to the attendees. We suggest all portions be a sample size so that the consumer is enticed to sample from many vendors. Food tokens will be sold by the festival in denominations of \$4. All tokens will be credited back to the vendor in cash at a rate of 85%. All food item or portions will be \$4, \$8 or \$12. (\$12 is the maximum, \$4 in the minimum.) NO ALL YOU CAN EAT!

In addition to their specific product offering, each vendor will be allowed to offer the following items:

- Non-alcoholic beverages – Pop, Juice, and Water

Final menus and pricing will be subject to approval by Fork And Cork Inc.

BRANDING

Branding in the vendor areas is limited to uniforms. Any additional branded elements must be approved by Fork And Cork Inc. prior to being brought onsite. Fork And Cork Inc. reserves the right to remove any branded items which have not been approved.

HEALTH & SAFETY

Fork And Cork Inc. and WE Harvest Fest adhere to the highest levels of health and safety standards and expect each partner to do the same. Health and safety inspections will take place prior to the site opening and throughout the opening periods and each vendor has the responsibility to ensure their operation and their staff meet all required health and safety standards.

All applicable board of health vendor forms are to be submitted to WE Harvest Fest by September 1st, 2017.

All used oils are to be disposed of in the provided drums prior to leaving the festival grounds on tear down.

PARTICIPATION COST

Our objective in developing these partnerships is to offer the attendees of the WE Harvest Fest an experience unlike any other. The Town of Amherstburg and the surrounding areas have been huge supporters of the event and we look at this as an opportunity to have local vendors participate in what has become an annual international event for Amherstburg in the past.

Food Vendor - \$1,000 +HST

Artists/Merchandise - \$300 +HST

Winery - \$1,250 +HST



VENDOR OPPORTUNITIES

VENDOR TERMS AND CONDITIONS:

1. WE Harvest Fest (WEH) requires a 50% deposit on all Vendor participants. This deposit must be submitted with the signed Vendor Agreement in order to secure a vendor location.
2. No vendor will be acknowledged or promoted, either in print or on the WEH official website, until the vendor has submitted the Vendor Agreement and required deposit.
3. The remaining 50% of all WEH Vendors 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 vendor location within 60 days of the event, full payment is required with submittal of Vendor Agreement in order to confirm the sponsorship.
4. Any items to be sold must be approved by WEH.
5. If a vendor does not meet the published deadlines, WEH cannot guarantee promotion of vendor.

Cheques can be made payable to Fork And Cork Inc.

Signature of Vendor

Date

Signature of Show Producer

Date

Chris Mickle
Fork And Cork Inc.
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chris@protenders.net