



SPONSORSHIP INFORMATION PACKAGE

June 9th, 10th & 11th 2017

Lansdowne - Aberdeen Pavilion - 1000 Exhibition Way
Ottawa, ON K1S 5J3

dessertfestival.com

info@dessertfestival.com

613-324-7764

2016 TESTIMONIALS

“Dessertfest was a weekend full of fun. I was impressed by the availability of sweets from Ottawa’s local shops and enjoyed the interactions with the guests. Our business benefited from our involvement and we received many positive comments. While things didn’t always go smoothly, one has to remember it was Dessertfest’s first year. Regardless, there is much to be said for the execution of the event and positive outcome. Looking forward to our involvement next year.”

- DONUT RAIN ON MY PARADE

“We were very positively surprised of the unexpected extremely high attendance. We were pleasantly surprised of the positive reviews our macarons received from guests on Twitter. But we did also read that some guests found the event overpriced, that the choices were very limited and that vendors had run out of items for guests to buy. We are very much considering joining next year’s event and would entertain the possibility of playing an even bigger role.”

- CORDON BLUE/SIGNATURE RESTAURANT

"DessertFest was a great experience we great time! Ashley was always easy to talk to, quick to reply and extremely helpful. She made the whole process enjoyable. The event was well put together and well organized! We are happy to have been apart of this event and we are looking forward to being apart of DessertFest next year!"

- CHANTAL BRULE & NICOLE KOSMOS (CAKE THIS CHOCOLATE THAT SUGAR BOUTIQUE)

“Art is in Bakery was pleased to work with such a well organized event team, and are so happy the event went off without a hitch. We are impressed at what a well attended and successful the weekend was, and very much look forward to participating as a product provider and vendor in future events.”

- ART IS IN BAKERY

“We worked with Ashley and her team during the Dessert Festival as a vendor selling Mini Puffs – Hot Mini Pancakes. She and her team were exceptionally responsive and efficient. The weekend was perfectly planned and executed. Many people came to us to compliment the marvellous event and it was a wonderful experience for all of us. Ashley and her teams' boundless energy, enthusiasm, and can-do attitude were infectious. We cannot wait to participate in next years Dessert Festival!”

- CARLA CAKES

“What an event Dessertfest was! I have been in the restaurant business, all my life. There are 34 Milano Pizza locations and as the president of the company, I’m asked to attend many events, especially food shows. I have never witnessed anything like Dessertfest!

I haven’t worked that hard and had as much fun, as I did in the 19 hours I put in! I was exhausted, hungry and thirsty most of those 19 hours that I spent with you, your staff and your amazing volunteers and I loved every minute of it!

By the way – Those tarts sold out at 6:00pm Saturday! We managed to bring in 350 more for Sunday. They only lasted a few hours. I never tried to keep track of the pizzas and Deep-fried Breaded Cheese Curds that we sold but I can tell you that I took over 200 pictures of attendees, enjoying the cheese curds, only to slow down the serving of them, as I knew we would have run out too soon. Everything turned out perfect for us at Milano Pizza Ltd. I was quick to post pictures and videos on all our social media and the response was incredible! I spoke to every one of the vendors and I know they had a very similar experience! Congratulations and Thank you for having us. I truly can’t wait for 2017!”

- MILANOS

2016 STATISTICS

WANT YOUR BRAND IN FRONT OF ALL OF OTTAWA & GATINEAU?

2016 total estimated advertising reach: 1575184 people

Total event attendees (over 2 days): 15,184 people

FACEBOOK PAGE REACH:

Our promo video: 77,000 views

Pie in the face contest: 26,000 views

Golden ticket contest: 23,000

Giant gummy bear contest: 15 000 people reached

Cake giveaway contest: 13,800 reached

Pet and dessert contest: 2,600 reach

Guess the jujube: 1,700

Horse day event promotion: 1000 balloons given

Glebe garage sale promotion: 1000 balloons given

420 on parliament hill promotion: 1000 flyers given

Ottawa marathon promotion: 1000 flyers given

Pamflets to stores: 2000 distributed

Post-event promotional reach: 14,605



Total Facebook reach: 206,121

Twitter followers: 10,100 reach

Instagram: 1,963 followers

OTHER MEDIA TYPES:

1 month of 40 bus ads: 400,000

2 weeks on the largest radio station Hot 89.9 including the whole day of the event: 196,000

2 weeks on Live 88.5: 101,000

2 weeks on Boom FM: 55,000

2 CTV morning segments: 50,000

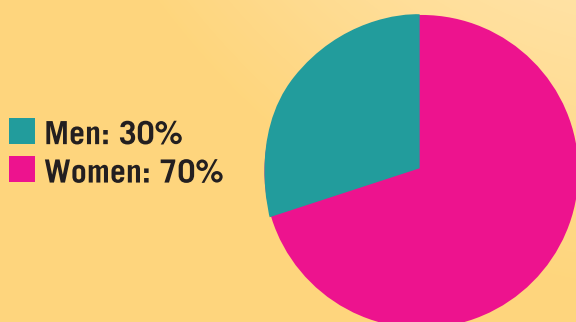
1 Rogers TV segment: 25,000

2 Ottawa citizen articles: 510,000

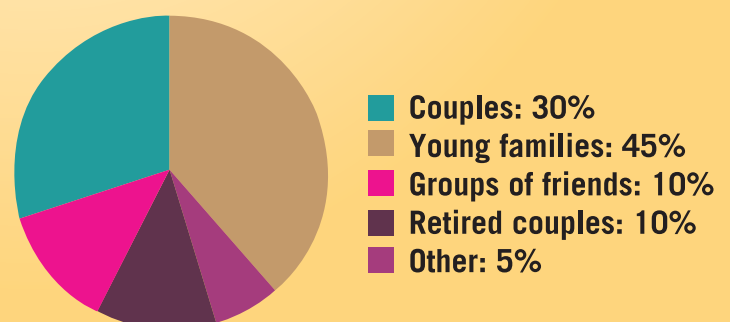
Countless bloggers and other smaller media: 20,000

ESTIMATED REACH ACCORDING TO STATISTICS: 1,357 000

Demographic:



Who showed up:



EVENT PROMOTION

DESSERTFEST WILL BE SPENDING \$80,000 MINIMUM FOR OUR MARKETING PLAN.

We will be marketing in the following way;

MAINSTREAM MEDIA

Appearances on Daytime Rogers TV, CTV Morning Live, CFRA Radio interview, and much more to come!

RADIO

We will be specifically purchasing \$40,000.00 worth of ads with Hot 89.9, Live 88.5, Jump 106.9 and Boom 99.7 Hot 89.9 will be on location throughout the entire event, which will drive traffic.

SOCIAL MEDIA

Twitter campaign, Facebook campaign (including facebook Advertisements), Instagram campaign (Cost of \$10,000.00)

POSTER CAMPAIGN

1250 posters will be put up biweekly all around high walking traffic areas throughout Ottawa

ON FOOT CAMPAIGN

We will be giving out 10,000 sample tickets out at events in the area leading up to DessertFest and on the streets (Cost of \$5,000.00)

EMAIL CAMPAIGN

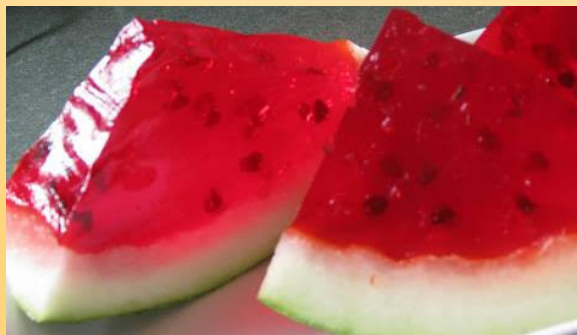
4 bi-weekly email blasts starting 10 weeks before event date, including the most recent blog post(s) and a feature of one (or more) of our vendors & any recent media attention and any special offers we may have to offer

BUS CAMPAIGN

50 buses will have large advertisements on the sides of the buses for 4 weeks leading up to the event (cost of \$15,000)

PRESS RELEASE THROUGH OUR PUBLIC RELATIONS EXPERT

We have hired a top public relations expert who had a great track record of getting lots of media attention (Cost of \$10,000.00)



SPONSORSHIPS

If your company is looking for more exposure and benefits, consider sponsoring **DESSERTFEST** as a Silver, Gold or Platinum sponsor. Your company can benefit greatly from more media attention, more logo exposure, blog features, show announcements, press releases and more;

SPONSORSHIP PACKAGE SUMMARY

Sponsor Options	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Zone Sponsorship
Cost	\$5000	\$2500	\$1000	\$1000
10' x 20' Exhibitor Booth Space	■	■		
10' x 10' Exhibitor Booth Space			■	
Logo on exhibitors map handed out to all attendees	■	■		■
5+ Mentions on Media (TV/Radio)	■			
10+ Social Media Mentions	■			
5+ Social Media Mentions		■	■	■
A feature of your company in our biweekly blog	■	■	■	
Enhanced web listing on our home page	■	■	■	■
Show announcements	3 x day	2 x day	1 x day	1 x day
Brand mention in all press releases	■	■	■	
Logo/name on Zone area signage (2x8 foot signs)				■

TITLE SPONSORSHIP AVAILABLE \$10,000

Title sponsor will get all that a platinum sponsor receives as well as your company will become part of the title of the event, for example "Company AB presents DessertFest or Dessertfest presented by Company AB". As well the title sponsor will have the largest presence at the event with choice of signage/booth location. Other terms are negotiable as well.

All proceeds are going to Miyagi which is a non-profit organization that helps young entrepreneurs learn entrepreneurship skills.

