



WHAT'S COOKING BRACEBRIDGE

The Great Muskoka Cookbook Adventure

September 30 - October 2, 2016



Partnership Guide



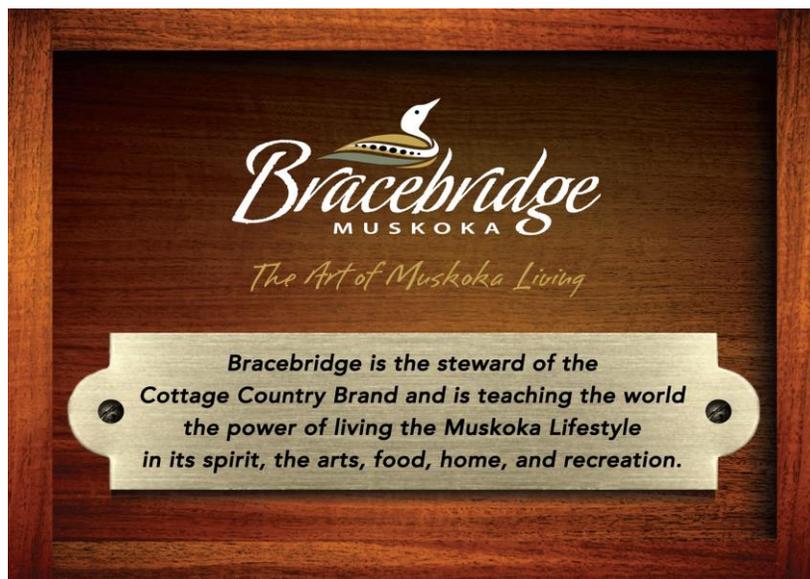
MUSKOKA LIFESTYLE CENTRE

Organization Background:

What's Cooking Bracebridge is administered by the Muskoka Lifestyle Centre (MLC), a not-for-profit entity working on the advancement of the Bracebridge tourism brand, focusing on hands-on and interactive learning activities, commonly referred to as experiential tourism (one of the fastest growing elements of tourism). The Tourism Brand is focused on economic revenue generation in the shoulder season (October through April).

The three elements or 'pillars' of the Tourism Brand are: *Culinary, Arts, and Muskoka Lifestyle*.

The MLC is a partnership of the Bracebridge Chamber of Commerce, Bracebridge BIA and the Town of Bracebridge. The MLC and What's Cooking Bracebridge receive administrative and financial assistance from these partners, as well as past financial assistance from **FedNor, Celebrate Ontario, Explorer's Edge (RT012), and Foodland Ontario**.





PARTNER WITH US!

Now in its third year, *What's Cooking Bracebridge - The Great Muskoka Cookbook Adventure* has become a successful tourism event that is growing and becoming recognized as a signature culinary event in the Province.

In 2016, a series of events will take place throughout the community at a variety of locations including restaurants, retail locations and hotel/resorts. The event spans three days and includes over 10 culinary events from a celebrity chef Signature Dinner and Demonstration, to cookbook author demonstrations and workshops. In addition, a large number of local restaurants will be featured through 'Bookalicious' (a special lunch or dinner menu featuring recipes from visiting cookbook authors).

A pop-up cookbook store will be available, along with the demonstrating chefs conducting book signings on-site throughout the weekend.



EVENT OVERVIEW

The third year of this major culinary event will feature:

- Food demonstrations and cookbook signings from renowned visiting chefs and food writers.
- Hands-on experiences with some of Muskoka's finest chefs and culinary specialists.
- Signature Dinner featuring celebrity chefs, Matt Basile and Michael Hunter.
- A 'Marche' dinner featuring Michael Ward, celebrity chef and TV personality.
- 'Bookalicious' lunch and dinner menus at participating restaurants.
- Culinary walking tour throughout Bracebridge.

This is a premier event that will get your business in front of tourists, cottagers and residents. The success of this event in the past has already put Bracebridge on the culinary map.

Past Personalities include: Jamie Kennedy, Anna Olson, Rose Riesman, Janet Podleski, Stefano Faita, Rob Rainford, Matt Basile, Emily Richards, Elizabeth Baird & Rose Murray, Afrim Pristine, Mairlyn Smith, Charmian Christie, and Pamela Foster to name a few.





WHAT'S COOKING BRACEBRIDGE ATTENDEES

Our target market is primarily culinary enthusiasts and foodies from the GTA, Muskoka and geographic areas in between, including cottagers who are extending their stay into the fall and winter months and visiting friends and relatives of locals.

In 2015, 620 tickets were sold for 21 different events. Attendees included those between 25 and 55+ years old, and of that, the majority came from the 55+ age cohort.

The total reach on Facebook for What's Cooking Bracebridge 2015 was 278,733 people. The Google Adwords campaign had 774,055 impressions associated to the event.

The Ontario Culinary Tourism Alliance (OCTA) has indicated the value of Culinary Tourism on the local economy is as follows:

- Eating local food has a 3:1 impact on local economy
- The average Culinary Tourist spends double that of a generic tourist
- The average Culinary Tourist spends 40% more on accommodations
- Food and beverage as a category ranks first and foremost in visitor spending – even more than lodging.

2015 Media Partnerships:

- Metroland
- Muskoka Magazine
- TV Cogeco
- Muskoka Tourism
- Explorers Edge

Event Assets:

- Celebrity Chef Cookbook Authors
- Marketing support by Town of Bracebridge, Muskoka Tourism, Explorers Edge
- Social Media Assets: 286 Twitter followers, 3,167 Facebook Page Likes
- \$15,000 Cash Marketing Budget



UNIQUE SPONSORSHIP OPPORTUNITIES

What's Cooking Bracebridge sponsorships include the opportunity for corporate brand naming rights for the whole event, branding on our website, ticket branding, branding of a particular chef/cookbook author demonstration, and food product recognition in-kind for specific culinary demonstrations conducted by local and visiting cookbook authors and celebrity chefs.

The following sponsorship packages are available. We will also customize a package to suit the needs of particular sponsors and their budgets.

Master Chef Sponsor- \$ negotiable (Title Sponsorship)

- A corporate name integrated into the *What's Cooking Bracebridge*. "*The 'X' What's Cooking Bracebridge*" branding would be for a minimum of two years with the first right of refusal for a subsequent two-year period.
- Recognition in all media releases
- One table (maximum of 8 tickets) at the Gala dinner event with premium seating, excluding beverages
- Eight tickets to the opening night Marche event
- Rotating Banner ad on What's Cooking Bracebridge website (25,000 hits leading up to event in 2015)
- Eight customized Tweets/Facebook and Instagram posts or contests
- Insertion of swag in 150 cookbook bags distributed at the events
- Customized brand activation at event



Gala Dinner Sponsor (restricted to one sponsor) \$6,500

- Gala sponsor recognition from stage
- Gala event logo placement video screen loop
- Signage at gala event
- Opportunity to introduce celebrity chef from stage (script in agreement with MLC and chef)
- Eight tickets to the Gala dinner event (a \$720 value) with premium seating, excluding beverages
- Eight signed copies of Gala event celebrity guest chef's cookbook (a \$240 value)
- Opportunity for corporate table/brand activation at gala event
- Logo on official cookbook bag
- Four customized Tweets/Facebook and Instagram posts or contests
- Insertion of swag in 150 cookbook bags distributed at the events
- Customized brand activation at event

Executive Chef Sponsor - \$5,000

- Recognition in all media releases
- Six tickets to the Gala dinner event with premium seating, excluding beverages (\$540 value)
- Six tickets to Marche evening event, excluding beverages (\$350 value)
- Rotating Banner ad on What's Cooking Bracebridge website (25,000 hits leading up to event in 2015)
- Six customized Tweets/Facebook and Instagram posts or contests
- Premier Logo placement on aprons and cookbook bag
- Insertion of swag in 150 cookbook bags distributed at the events
- Customized brand activation at the event



🍴 **Marche Opening Reception Sponsor (restricted to one sponsor) \$3,500**

- Sponsor recognition on microphone
- Sponsor opportunity to emcee/host or opportunity to introduce celebrity chef
- Logo placement on signage at the event
- Eight tickets to the Marche dinner event (\$470 value)
- Opportunity for corporate table/brand activation at Marche event
- Logo on official cookbook bag
- Three customized Tweets/Facebook and Instagram posts or contests
- Insertion of swag in 150 cookbook bags distributed at the events
- Customized brand activation at event

🍴 **Sous Chef - \$2,000**

- Four tickets to Marche evening event, excluding beverages (\$230 value)
- Four tickets to Gala evening (\$360 value)
- Gala event logo video screen recognition
- Logo on official cookbook bag
- 1 customized Tweet/Facebook and Instagram post or contest
- Insertion of swag in 150 cookbook bags distributed at the events



Gar de Manger (maximum four sponsors) - \$900 each

- Two tickets to Marche evening event excluding beverages
- Logo on What's Cooking Bracebridge website
- Gala event logo video screen recognition
- Logo on What's Cooking Bracebridge program
- Cookbook Bag logo placement (\$100 value)
- Apron logo Placement (\$400 value)

Custom Demonstration portable Kitchen \$7,000 (or in-kind)

The portable demonstration kitchen will be used at several What's Cooking Bracebridge events, including the opening Marche event. Your logo will have a highly visible position on the portable kitchen. This would be a sponsorship of interest to kitchen designers, kitchen cupboard manufacturers, kitchen appliance suppliers, or a major food supplier. Initial concept design supplied on request, however the organizers will work with the sponsor to suit their needs and that of our visiting chefs. This kitchen would be used for many years and would provide the sponsor with ongoing exposure.

*Visuals can be provided as a reference.



Introductory Sponsorship Opportunities

- Cookbook Bag logo placement - **\$100 - 12 opportunities available**
- Apron logo Placement- **\$400 - 3 opportunities available**



IN KIND SPONSORSHIP

What's Cooking Bracebridge celebrity guest chef demonstrations and the Gala dinner event require food and beverage products, party rental items and transportation assistance. Obtain recognition with logo placement in promotional materials, specific logo placement and recognition where the product is used. All aspects of recognition open to discussion and negotiation.

Suggested products include:

- Wine
- Beer
- Other beverages
- Local green grocery produce (will include display booth at relevant events)
- Meats
- Dairy products
- Other food products
- Printing and copying services
- Party rental products - e.g. tables, linens
- Demo kitchen equipment
- Pickup truck (suggested auto dealer with branding)
- Equipment
- Volunteer food
- Event supplies
- Hands on Cooking demo supplies
- Mobile Culinary Kitchen

In- Kind Benefits include:

- Signage/logo at corresponding events
- Logo on corresponding event menu where applicable
- Logo on website with direct link as in-kind sponsor
- Dedicated social media posts to be negotiated
- Optional social media contest

For further information on sponsorship opportunities please contact:

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