



WHAT'S COOKING BRACEBRIDGE

The Great Muskoka Cookbook Adventure

September 30 - October 2, 2016



Get Involved Guide



GET YOUR BUSINESS INVOLVED!

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.
- A signature "Look Who's Cooking" dinner featuring a celebrity chef.
- A 'Marche' dinner featuring a well-known 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 local chefs have included: Charmaine Broughton, Bob McMaster, David Freisen, Glen Kitchen, Jeff Suddaby and more.

Past Celebrity Chefs have included: 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.

Confirmed 2016 chefs (to date) include: Matt Basile, Michael Hunter, Emily Richards, Elizabeth Baird, Rose Murray, and Mike Ward.

The activities will be held in various venues throughout Bracebridge. The full line up of events can be viewed at www.canadascottagecountry.ca.



LOCAL BRANDING & SPONSORSHIP OPPORTUNITIES

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

- Two tickets to Marche evening event (\$100 value), 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)

Marche Spotlight (maximum three opportunities)

\$75 for participating vendors, \$150 for non-participating vendors

- 10 minute "spotlight" demo on stage at Marche event hosted by Chef Mike Ward

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:

Michelle Planche, Event Coordinator, Paradigm Events

1-877-760-0360

michelle@paradigmevents.com



CREATE AND HOST A COMMUNITY EVENT

These one-hour sessions are a key element of What's Cooking Bracebridge as it provides a profile of local businesses and what they offer, whether you are a restaurant, caterer or food producer.

Benefits include:

- The marketing of your interactive experience as part of the overall What's Cooking Bracebridge marketing plan and media spending.
- A listing in the What's Cooking Bracebridge website.
- A listing in the What's Cooking Bracebridge weekend program.
- You control the number of participants.
- Profiling your business and your ability to sell your products or offer coupons for future purchases.
- Free attraction to visitors and the community
- Drive walking traffic into the downtown core

Examples of Community Events:

- Book Signing
- Fruit Carving
- Kid's Culinary Activities
- Cupcake Decorating
- Cooking Demo
- Nutrition Workshop

If you are interested in hosting an Interactive Culinary experience at your business and/or conducting one, please contact:

Kalleen Turchet, Youth Intern – Marketing Coordinator, Town of Bracebridge

705-645-6319 ext. 228

kturchet@bracebridge.ca



PARTICIPATE IN 'BOOKALICIOUS'

We invite local restaurants to participate in our 'Bookalicious' segment that is a play on Toronto's 'Winterlicious' or Moose FM's 'Muskokalicious' but with the twist of featuring culinary dishes from our line-up of amazing cookbook authors.

Restaurateurs will be asked to:

- Create a signature dish for the weekend inspired by one of our confirmed cookbook authors or a cookbook author of your choice.
- Develop one dish for lunch or dinner at a set fixed price as follows:
Lunch: \$9.00 - \$15.00
Dinner: \$25.00 - \$35.00
- Optional: Make the selected author's cookbook available for sale (or signing based on availability of the author).
- The cost is \$100 to participate.

A complete list of cookbook authors is available upon request. DEADLINE: June 30th, 2016

Benefits include:

- A listing in the 'Bookalicious' line-up in the What's Cooking Bracebridge website along with your signature dishes and pricing.
- A listing in the What's Cooking Bracebridge weekend program.
- The official 'Bookalicious' What's Cooking Bracebridge decal to display in your window.
- Cookbooks ordered and available for sale based on the author and dish you select.

If you are interested in participating, please contact:

Tracy Larkman, BIA Administrative Coordinator

705-646-5590

info@downtownbracebridge.com





PARTICIPATE IN THE CULINARY TOUR



Introducing the What's Cooking Culinary Walking Tour
Saturday, October 1st, 2016
2:00-4:00pm

Taste, experience and explore the culinary and historical diversity that makes Bracebridge unique. We are offering a delicious food tour, giving guests the chance to explore Bracebridge on foot, as we eat and meet with local chefs, artisans, and specialty food producers along the way.

Walking Tour Details:

- 30 ticket holders maximum
- 5 restaurants - Available to restaurants within a 10 minute walk of the Visitor's Centre
- Starting point: What's Cooking Bracebridge Headquarters (Visitor's Centre)

Culinary Walking Tour - FREE to participate as a local restaurant

- Participating restaurants must provide 1 tapas (a sample of your signature dish) and/or 1 cocktail/mocktail for 30 people
- Log on What's Cooking Bracebridge website

*Applications available

DEADLINE: June 30th, 2016

If you are interested in participating, please contact:

Tracy Larkman, BIA Administrative Coordinator

705-646-5590

info@downtownbracebridge.com





PARTICIPATE AS A VENDOR AT THE OPENING MARCHE

Participate as a Food Vendor for FREE or as a Product Vendor for \$50 per table. Food vendors must provide “tapas” style sampling for 200 guests (no sales allowed).

Food Vendor (restaurant, catering business, chef, specialty food producer):

- Free to Participate
- Supply food samples (tapas size) for 200 people
- Food subsidy may be available
- 10 Opportunities Available

Product Vendor:

- \$50.00 to Participate
- Opportunity to sell your product
- No food supplied however, samples are encouraged
- 10 opportunities available

All vendor tables include:

- 1 -8 foot skirted table
- 2 x chairs
- Electrical (limited available)
- Logo on website as marche vendors
- Spotlight demo additional fee

DEADLINE: August 1st, 2016

If you are interested in participating, please contact:

Michelle Planche, Paradigm Events

1-877-760-0360

michelle@paradigmevents.com





PARTICIPATE AS A FEATURED ACCOMMODATOR

Provide a discounted room rate for What's Cooking Bracebridge participants.

The MLC will be promoting a series of events which will be sold as a la cart options. Participants who purchase a ticket value of ____ or more will receive a promo code to use at a participating accommodator to receive a discounted "What's Cooking Bracebridge rate".

Benefits of participating as a featured accommodator include:

- Listing and link as an accommodation partner on the event website.
- Inclusion in blog-style posts on Facebook promoting the event options.

If you are interested in participating please contact:

Kim Ball, Economic Development Programmer (Culture), Town of Bracebridge

705-645-6319 ext. 261

kball@bracebridge.ca



SAMPLING IN YOUR RETAIL ESTABLISHMENT



Saturday, October 1st, 2016
10:00 am - 5:00 pm

Provide guests a chance to explore your retail establishment in a new way. We are asking retailers to host sampling with any of your current suppliers or we will partner you with a supplier to sample in your store.

Details:

- First come, first serve as sampling is available Sampling passports will be provided with over 10 local confirmed participants What's Cooking Bracebridge Headquarters (Visitor's Centre)
- FREE to participate as a local retail establishment

If you are interested in participating, please contact:

Tracy Larkman, BIA Administrative Coordinator

705-646-5590

info@downtownbracebridge.com