



**WHAT'S COOKING BRACEBRIDGE**

September 30 - October 1, 2017

# **PARTNERSHIP GUIDE**



## PARTNER WITH US!

Now in its fourth year, *What's Cooking Bracebridge* has become a successful tourism event that is growing and becoming recognized as a signature culinary event in the Province.

In 2017, a series of events will take place throughout the community at a variety of locations including restaurants, retail locations, hotels/resorts and this year we will be spicing things up with 'Smoke on the Water' a barbeque festival taking place on the silver bridge in Bracebridge.

What's Cooking Bracebridge, 2017 includes multiple culinary events ranging from foraging hikes and cooking demonstrations, to a dinner boat cruise and gourmet brunches. In addition to the scheduled program, a large number of local restaurants will be featured through 'Bookalicious' (a special lunch or dinner menu featuring recipes from visiting cookbook authors) and Downtown Bracebridge businesses participate in 'Double Dip' where business owners sample gourmet bites in their shops.





## EVENT OVERVIEW

The fourth year of this major culinary event will feature:

- Food demonstrations and hands-on experiences from renowned visiting chefs and food writers as well as some of Muskoka's finest chefs and culinary specialists;
- 'Smoke on the Water', a local BBQ festival featuring local chefs and food purveyors, as well as BBQ demonstrations
- Culinary walking tour throughout Downtown Bracebridge;
- Foraging hikes with Laura Gilmour of Wild Muskoka Botanicals
- A BBQ Dinner Cruise aboard the Lady Muskoka;
- And 'Smokealicious' lunch and dinner menus at participating restaurants.

This is a premier event that will get your business in front of tourists, cottagers and yearround 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, Michael Hunter, Mike Ward 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 and 2016, approximately 1,200 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.

A new addition to this year's event line-up, includes the Smoke on the Water Food & Drink Festival which will likely appeal to a larger audience.

The total reach on Facebook for What's Cooking Bracebridge 2016 was 394,949 people. The Google Adwords campaign had 774,055 impressions associated with 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 and 2016 Media Partnerships:**

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

### **Past Sponsors:**

- Canadian Living Magazine
- Muskoka Brewery
- Ontario Pork
- Muskoka Tourism
- Explorers Edge



## UNIQUE SPONSORSHIP OPPORTUNITIES

The following sponsorship levels are available for financial and in-kind donations valued at the listed sponsor level. The opportunity for customized recognition and involvement with the event are included in the Master Chef, Lady Muskoka Dinner Cruise, Executive Chef and Smoke on the Water sponsorship levels. We also welcome the opportunity to develop a customized package to suit the needs of particular sponsors and their budgets.



### Master Chef Sponsor - \$ 5,000

- Recognition in all media releases
- Customized brand activation at the Smoke on the Water Festival and the Dinner Cruise
- Sponsor recognition from stage at the Smoke on the Water Festival and the Dinner Cruise
- Opportunity to display corporate signage at the Smoke on the Water Festival and the Dinner Cruise (sponsor to provide signage)
- Logo placement on video screen loop recognition on the Dinner Cruise
- Logo in event program and on event posters
- Four customized Tweets/Facebook and Instagram posts or contests
- Four tickets to the Dinner Cruise, excluding beverages
- Eight tickets to the Smoke on the Water Festival, excluding additional tokens
- Logo and link to corporate website on What's Cooking Bracebridge webpage
- Insertion of swag in cookbook bags distributed at the events



### Executive Chef Sponsor - \$3,000

- Customized brand activation at either the Smoke on the Water Festival or the Dinner Cruise
- Sponsor recognition from stage at the Smoke on the Water Festival and the Dinner Cruise
- Logo placement on video screen loop recognition on the Dinner Cruise
- Logo in event program and on event posters
- Three customized Tweets/Facebook and Instagram posts or contests
- Two tickets to the Dinner Cruise, excluding beverages
- Six tickets to the Smoke on the Water Festival, excluding additional tokens
- Logo and link to corporate website on What's Cooking Bracebridge webpage
- Insertion of swag in cookbook bags distributed at the events



### Lady Muskoka Dinner Cruise Sponsor - \$2,500

- Customized table/brand activation on the Dinner Cruise
- Sponsor recognition from stage on the Dinner Cruise
- Logo placement on video screen loop recognition on the Dinner Cruise
- Logo in event program and on Dinner Cruise poster
- Two customized Tweets/Facebook and Instagram posts or contests
- Four tickets to the Dinner Cruise, excluding beverages
- Logo and link to corporate website on What's Cooking Bracebridge webpage
- Insertion of swag in cookbook bags distributed at the events

### Smoke on the Water Festival Sponsor - \$2,000

- Opportunity to host or introduce barbeque demonstrations
- Customized table/brand activation at the Smoke on the Water Festival
- Sponsor recognition from stage at the Smoke on the Water Festival
- Logo on event program and on Smoke on the Water Festival Poster
- Two customized Tweets/Facebook and Instagram posts or contests
- Ten tickets to the Smoke on the Water Festival, excluding additional tokens
- Logo and link to corporate website on What's Cooking Bracebridge webpage
- Insertion of swag in cookbook bags distributed at the events

### Sous Chef - \$1,000

- Logo on event program
- One customized Tweet/Facebook and Instagram post or contest
- Two tickets to the Smoke on the Water Festival, excluding additional tokens
- Logo and link to corporate website on What's Cooking Bracebridge webpage
- Insertion of swag in cookbook bags distributed at the events

### Gar de Manger - \$500 each

- Logo on event program
- Two tickets to the Smoke on the Water Festival, excluding additional tokens
- Logo and link to corporate website on What's Cooking Bracebridge webpage
- Insertion of swag in cookbook bags distributed at the events



## IN-KIND SPONSORSHIP

*What's Cooking Bracebridge* requires food and beverage products, party rental items and transportation assistance. Those willing to donate their products will obtain recognition with logo placement in promotional materials, 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
- Meats
- Dairy products
- Other food products
- Printing and copying services
- Party rental products
- 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  
Dedicated social media posts to be negotiated  
Optional social media contest

For further information on sponsorship opportunities please contact:

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