

CANADIAN
CHEFS'
CONGRESS
2010



Oceans for Tomorrow
SEPTEMBER 11 & 12, 2010
PROVIDENCE FARM, DUNCAN, BRITISH COLUMBIA

CONGRES DES
CHEFS'
DE CUISINE
CANADIENS
2010

Canadian Chefs' Congress 2010 Sponsorship Opportunities

We are pleased to announce the Canadian Chefs' Congress 2010, and we would be honoured if you had the time to review your budget as we prepare our sponsorship requirements. I believe that you will find this a strong marketing opportunity that will reach into all major urban centres in Canada.

On September 11, 2010, the nation's top chefs, cooks, apprentices and culinary students from across Canada will converge on [Providence Farm](#) in the heart of the beautiful Cowichan Valley for two days of conversation and deliberation on the state of our water ways, our effect on marine life and what constructive steps that our industry can build to help improve the health of our oceans. We expect 500 industry professionals, 250 volunteers and 150 sponsor and media partners for the event.

The Canadian Chefs' Congress 2010 on Vancouver Island, British Columbia will focus on chefs and their relationship to the ocean and its current fragile state. We will look at sustainable practices as well as the impact of our actions of today on the oceans of tomorrow.

Delegates will have the opportunity to sample Canadian inspired dishes from leading provincial and territorial chefs from across the country as well as enjoy the bounty of British Columbia as chefs from around the province present the very best that we have to offer.

Beginning with the keynote speaker, **Dr. David Suzuki**, you will have the opportunity to learn about our oceans and how we can effect change. A series of seminars and workshops on numerous food and ocean related topics will give the opportunity for the delegates to engage one on one with a variety of speakers on the topics of their particular expertise. Workshops, demonstrations and seminars are designed to provoke thought and conversation as well as share some of the latest techniques.

Our promotional campaign includes:

- Promotional materials
- National promotional campaign with participating restaurants and Chefs
- Dedicated website with links to sponsors, suppliers and partners
- Active Twitter and Facebook profiles
- Cooking demonstrations and television appearances
- Marketing/promotions opportunities
- Media support and sponsorship
- Distribution and mailings

Planned media outreach:

- Media and promotions (press releases, event listings, community events television breaks)
- Media launch
- Fundraising dinners across the country

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BENEFITS OF SPONSORSHIP

- Logo and company exposure on promotional materials and media outreach
- Inclusion in event website, Facebook group and Twitter
- Be an active member or "friend" of the Canadian Professional Chef community
- Opportunity to be included in media coverage and exposure as a result of the event's media campaign and outreach
- Opportunity to participate in media events
- Prominent corporate identity linked to a successful event
- Connected to a culinary initiative that will last 25 years
- Media coverage that reaches your target market
- Ability to showcase product to end users
- Aligning your company with a progressive initiative while demonstrating community leadership
- Sporting and participating in an event that will help shape the direction of our Canadian culinary future

SPONSOR LEVELS

Level 1: Gold Sponsor (≥ \$15,000 monetary contribution)

- Name and logo on all printed materials including signage, banners and posters
- Exposure on [official website](#), [Facebook group](#) and [Twitter](#)
- Prominent main stage signage
- Advertising sponsorship mentions
- Inclusion in all PR materials
- Additional logo opportunity on T shirts, bags and water bottles
- Opportunity to include materials or media kits during media event
- Opportunity to provide branded promotional materials to all participants in event welcome package
- Full page advertisement on official program
- Free table at the market
- 6 tickets to the Congress (\$1200 value)
- 4 tickets to media Pig Roast on Friday, September 10, 2010 (\$200 value)
- 4 tickets to Salt Spring Island event on Monday, September 13, 2010 with Michael Stadlander (\$200 value)
- Two free tickets to all promotional events leading up to the Congress
- Opportunity to showcase products at event in a logoed booth
- Your logo will be a permanent fixture on the CCC 2010 website as a Gold level Sponsor (approx 25 years)
- Opportunity to host a media event
- Opportunity to be involved with media interviews
- Pre-event advertising opportunity
- Links to your web page
- Thank you at opening and closing ceremonies and opportunity to introduce a prominent speaker in the opening ceremony
- Opportunity to brand the event as the title sponsor for additional fee
- As title sponsor, you get first choice for program placement

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Level 2: Silver Sponsor (\$10,000 - \$14,999 monetary contribution)

- Name and logo on all printed materials including signage, banners and posters
- Exposure on [official website](#), [Facebook group](#) and [Twitter](#)
- Main stage signage
- Advertising sponsorship mentions
- Inclusion in all PR materials
- Additional logo opportunity on T-shirts, bags and water bottles
- Opportunity to include materials or media kits during media event
- Opportunity to provide branded promotional materials to all participants in event welcome package
- Half page advertisement on official program
- Two free tickets to all promotional events leading up to the Congress
- Free table at the market
- 4 tickets to the Congress (\$800 value)
- 2 tickets to media Pig Roast on Friday, September 10, 2010 (\$100 value)
- 2 tickets to Salt Spring Island event on Monday, September 13, 2010 with Michael Stadlander (\$100 value)
- Opportunity to show case products at event in a logo'd booth
- Your logo will be a permanent fixture on the CCC 2010 website as a Silver level Sponsor (approx 25 years)
- Opportunity to be involved with media interviews
- Pre-event advertising opportunity
- Links to your web page
- Thank you at opening and closing ceremonies

Level 3: Bronze Sponsor (\$5000 - \$9,999 monetary contribution)

- Name and logo on all printed materials including signage, banners and posters
- Exposure on [official website](#), [Facebook group](#) and [Twitter](#)
- Additional logo opportunity on T shirts, bags and water bottles
- Opportunity to provide branded promotional materials to all participants in event welcome package
- Third page advertisement on official program
- Opportunity to purchase tickets for all promotional events leading up to the Congress
- Free table at the market
- 2 tickets to the Congress (\$400 value)
- 2 tickets to media Pig Roast on Friday, September 10, 2010 (\$100 value)
- Your logo will be a permanent fixture on the CCC 2010 website as a Bronze level Sponsor (approx 25 years)
- Pre-event advertising opportunity
- Links to your web page

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Level 4:

Category A - Event Partners (\$1,000 - \$4,999 monetary contribution)

- Name and logo on all printed materials including signage, banners and posters
- Exposure on [official website](#), [Facebook group](#) and [Twitter](#)
- Additional logo opportunity on T-shirts, bags and water bottles
- Opportunity to provide branded promotional materials to all participants in event welcome package
- Third of a page in official program
- Opportunity to purchase tickets for all promotional events leading up to the Congress
- Free table at the market
- 4 tickets to the Congress (\$800 value)
- 2 tickets to media Pig Roast on Friday, September 10, 2010 (\$100 value)
- Pre-event advertising opportunity
- Links to your web page

Category B - Supporters of the Ocean (official suppliers, \$1000 - \$4999 cash equivalent)

- Opportunity to provide branded promotional materials to all participants in event welcome package
- Listing in official program
- Opportunity to purchase tickets for all promotional events leading up to the Congress
- Opportunity to rent table at the market for \$500
- 4 tickets to the Congress (\$800 value)
- 2 tickets to media Pig Roast on Friday, September 10, 2010 (\$100 value)

Category C - Friends of the Ocean (< \$1,000 contribution or cash equivalent)

- Opportunity to provide branded promotional materials to all participants in event welcome package
- Listing in official program
- Opportunity to purchase tickets for all promotional events leading up to the Congress
- Opportunity to rent table at the market for \$500

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SPONSORSHIP COMMITMENT FORM

On behalf of the Steering Committee of the Canadian Chefs' Congress 2010, we thank you for becoming an important part to our organization as a corporate sponsor.

Please indicate your preferred level of sponsorship below.

- Title Sponsor Bid for \$ _____
- Gold Level Commitment (\geq \$15,000)
- Silver Level Commitment (\$10,000 - \$14,999)
- Bronze Level Commitment (\$5,000 - \$9,999)
- Event Partner Level Commitment (\$1,000 - \$4,999)
- Supporters of the Ocean Commitment
- Friends of the Ocean Commitment

Company Name: _____ (As it should appear on all published materials)

Contact Information (Please Print):

Name: _____ Title: _____

Address: _____ Postal Code _____

Phone: _____ Email: _____

Please reserve me # _____ of tickets Signature: _____

My signature indicates authorization to make this commitment on behalf of my company

Name: _____ Date: _____

Please return via email to ccc2010-sponsorship@canadianchefscongress.com.

More Information:

Canadian Chefs' Congress 2010
ATTN: Neil Wyles
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neilwyles@gmail.com