



TASTE! a celebration of regional cuisine

www.tastecelebration.ca

Not just another food and wine festival, Prince Edward County's annual TASTE! a celebration of regional cuisine is billed as eastern Ontario's premier epicurean experience. It does not disappoint. Staged each autumn at Picton's historic Crystal Palace (which is just as picturesque as its name suggests), the event showcases the region's finest artisanal foods, wines, beers, ciders and cuisine against a backdrop of live jazz.

Sponsorship Information

Date: September 25, 2010

Sponsorship:

Sponsorship packages have been developed to ensure that TASTE! a celebration of regional cuisine establishes sponsorship relationships that will mutually benefit your business and TASTE! a celebration of regional cuisine.

We strive to ensure that:

- There are tangible benefit/s associated with the partnership.
- There is opportunity to create long-term value.
- You have the ability to reach targeted audiences and build relationships.
- It will have a positive exposure for your brand
- There is potential to be leveraged with additional resource investment.
- There is a potential for long-term, sustainable partnership or relationship.

Sponsorship Levels

NOTE: Sponsorships can be tailored to meet the needs of your business

Sponsorship Level	Deliverables	Cost
Presenting Sponsor	<ul style="list-style-type: none"> • Featured on the www.tastecelebration.ca • Exclusive opportunity to present a special promotion available to TASTE! ticket stub holders. • Exclusive opportunity to directly target our consumer through customized participation in four pre-TASTE! e- 	\$ 7,500 + HST

	<p>blasts and one post-TASTE! e-blast. (rough circulation 5000)</p> <ul style="list-style-type: none"> • Opportunity to create three customized questions for and review the results of our post-TASTE! consumer survey, which provides valuable insights into demographics and psychographics. • Brand will become part of the event title – TASTE! a celebration of regional cuisine presented by • Recognized in Taste the County's™ Weekly e-newsletter (circulation: 265) in August, September 2010. • Opportunity to provide the welcome in the event program. • Mentioned in commercials. • Logo will appear on: <ul style="list-style-type: none"> ○ Magazine advertising (as applicable) ○ Event posters ○ Wristbands ○ Main Street Banner ○ Rack Cards ○ Admission Tickets ○ Newspaper advertising for TASTE! 2010 ○ Event program ○ Sponsor banner ○ Letterhead ○ Advance Tickets ○ Prize Ballots ○ Peoples Choice ballots ○ Event website for term of contract ○ 10 volunteer shirts • Receive twenty-five complimentary tickets to TASTE! 2010 • Use of TASTE! logo in their marketing materials for term of contract • Mentioned in all TASTE! 2010-related press releases • Recognized in the official post-TASTE! 2010 thank you ad to appear in local print media • Will receive a post-event report • Opportunity for booth space • Social Media Tools - One Experience the County Blog posting dedicated to your business (with links to your website from facebook and twitter) • The opportunity to collaborate with the TASTE! team to create a customized, high impact presence at Maple in the County designed to create meaningful connections with our audience. 	
Associate Sponsor	<ul style="list-style-type: none"> • Link from! website to the your business website. • Logo on TASTE! <i>a celebration of regional cuisine</i> Website • Social Media Tools - One Experience the County Blog posting dedicated to McDougall-Stanton Insurance & Financial. (with links to your website from facebook and twitter) • Logo on Poster – 100 posters • Weekly E-Newsletter Aug., Sept. & Oct. – mention and link to your business web page (circulation: 265) • Ability to access Taste the County partners through partnership e-newsletter for term of sponsorship contract. You will receive the Taste the County e-newsletter and will be able to access our partners by including information about your business. 	\$ 2,500 + HST

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| | <ul style="list-style-type: none"> • Press Release – your business mentioned in all TASTE! 2010-related press releases • Logo on Newspaper Ad • Your business will be recognized in the official post-TASTE! 2010 thank you ad to appear in local print media. • Your business will be given the opportunity to participate in a local TASTE! media event • Logo on Event Brochure • Logo on T-Shirts – Your business logo on 6 volunteer t-shirts. • Logo on Banner – one customized banner with your business logo. • Logo on Sponsor Banner – Your business logo on Sponsor banner to hang in the entrance tent. • Your business will be given booth space. • Ability to use TASTE! logo in marketing materials – Your business can use the TASTE! logo in their marketing materials for term of contract. • 6 complimentary tickets to TASTE! • Post Event Report. • The opportunity to collaborate with the TASTE! team to create a customized, high impact presence at Maple in the County designed to create meaningful connections with our audience. |
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TASTE! *a celebration of regional cuisine* is promoted by

- Radio campaign
- Print campaign
- Campaign website
- Campaign rack cards (10,000)
- Campaign e-blasts
- Media events and articles
- Social Media (facebook/twitter/blog)
- Website listings
- Participant websites and newsletters
- Sponsor websites and newsletters
- Banners

For more information about TASTE! *a celebration of regional cuisine* and its sponsorship opportunities please contact:

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