

## **Chocolat ce Soir Sponsorship Package 2009**

### **Background West Coast Chocolate Festival**



First launched in 2002, the West Coast Chocolate Festival is a unique and innovative collection of individual high caliber chocolate-themed adult and all-ages events that occurred throughout the Tri-Cities area of Coquitlam, Port Moody and Port Coquitlam. In 2009, the festival expanded to Burnaby and Vancouver, with plans to expand throughout the Lower Mainland in 2010. Reflecting emerging trends such as culinary tourism, experiential travel, small affordable indulgences and a rapidly increasing appreciation

of the healthy benefits of good chocolate, festival events ***celebrate the magic of chocolate and appeal to the senses and the soul*** while attracting guests from surrounding cities, the BC Lower Mainland and beyond. With chocolate as a powerful draw, the festival leverages events to bring people of all ages and cultures together, to raise awareness about proper consumption and lesser-known positive benefits of the incredibly appealing food, and most importantly, to create valuable opportunities for youth mentorship in the local community.

This not-for-profit festival remains an ambitious, dynamic, volunteer-driven operation dedicated to providing work and mentorship experiences for youth while showcasing emerging talent in the local arts and chocolate industries. The Festival offers something for everyone, and upholds the idea that adults *want* to support youth. At the West Coast Chocolate Festival people support youth and the arts - by just showing up for chocolate.

**Mission Statement:** *To inspire and entertain through events that celebrate the magic of chocolate and appeal to the senses and the soul, and to facilitate mentored festival work experiences for youth, as well as creating presentation opportunities for emerging artists and performers.*

### **Chocolat ce Soir – November 10, 2009**

A sell-out event in past years, this year the festival will close with an upscale five course west coast chocolate infused dinner hosted at **Horizons Restaurant** on Burnaby Mountain. Featuring an exquisite multi-course menu designed by Chef John Garrett and Maitre Chocolatier Wim Tas of ChocolaTas, the dinner will incorporate West Coast cuisine both seasonal and regional as well as fabulous wines, and— of course— chocolate! Each year a high school leadership class is involved in the serving of this dinner- highlighting the mentored youth work experience. This signature festival event is sure to top off a fantastic festival with a top of the mountain experience.



## Chocolat Ce Soir Menu

November 10, 2009

Horizons Restaurant, top of Burnaby Mountain

Created by Chef John Garrett and Chocolatier Wim Tas of ChocolaTas

### SELECTION OF CANAPES

*Served with Sumac Ridge Estate Winery Tribute Sparkling Wine  
Commemorative Sparkling wine created for the 2010 Olympics*

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### AHI TUNA TATAKI

*Togarashi cocoa rub, avocado, tomato, ginger, soy, lime  
Served with Ex Nihilo Vineyards 2007 Riesling*

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### GOAT CHEESE, FIGS, PINE NUTS

*Baked in phyllo, Araguani chocolate port reduction, dried cherries  
Served with Saturna Island Pinot Noir*

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### SORBET

*ChocolaTas lavender infused chocolate*

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### PEKIN DUCK BREAST

*Sherry soy & brown sugar marinade, 5 spice - Valrhona Pur Ghana chocolate sauce,  
Apple two ways, caramelized yam  
Served with Veglio Michelino e Figlio, Baric, 2006*

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### 71 % CALLEBAUT CHOCOLATE MOUSSE TOWER

*Passion fruit gelee, chocolate krispie brittle*

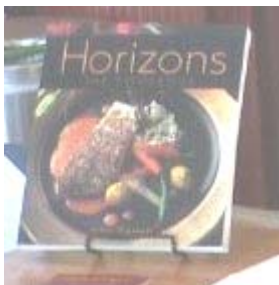
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Tealicious Tea, coffee and dessert wines included

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Alternate Meal for the Pekin Duck Course for Vegetarians

**Gnocchetti**



Supporting our communities and our youth in the arts



## Media Coverage 2009 Over \$500,000 in media value

### Print

[Vancouver Sun](#)

[Tri-city News](#)

[Georgia Straight](#)

### Web

[The Good Life](#)

[Vancouver Slop](#)

[Food and Tell](#)

[The VH3.com](#)

[Edible British Columbia](#)

### Social Media

[Chocolate Festival Blog](#)

[Facebook](#)

[Twitter](#)

### Television – full segments – over 50 hours TV coverage

**Global TV** - Featured on the Sunday morning news with Sophie Lui (October 11, 2009)

**The Express** on Shaw TV hosted by Johanna Ward

**CTV News** – Sports Trivia

**Joy TV** – Monday November 9, 2009

**Breakfast TV** – Tuesday November 3, 2009

**Shaw TV** – Monday November 2, 2009



### Radio- over 100,000 prime time mentions

**The Beat 94.5** - The Kid Carson Show with Nira Arora

**The Buzz 1410** – The Joe Leary Show

**CBC Radio One** – On the Coast with Stephen Quinn

**The Peak 100.5** – On location with the Peak Cruiser

**Shore 104 fm** – The Drive Show with Bill and Jody

### Target Audience:

- 100 guests will attend Chocolat ce Soir
- Attendees of the festival
  - 19 – 34 age group – 25%
  - 35 – 60 age group – 50%
  - 60 plus age group - 25%
- Since 2002 the festival has grown by 75%, with over 25,000 people attending over the years



## Opportunities for Sponsors

The festival offers sponsorship opportunities at various levels for **2009 and 2010** - In-kind Sponsor, Summit Sponsor, Peak Sponsor and Pinnacle Sponsor. We invite you to participate in the festival as a partner at any level, ideally working together to achieve long-term goals by amortizing a potential title sponsorship of \$60K over three years. We hope you will consider joining us in our mission to provide meaningful mentorship experiences for youth and emerging talent in the arts as well as chocolate industries.

<b>West Coast Chocolate Festival Chocolate ce Soir November 10 closing dinner Sponsorship Package 2009</b>	<b>In-kind Sponsor</b>	<b>Summit Sponsor \$2,500</b>	<b>Peak Sponsor \$5,000</b>	<b>Pinnacle Sponsor \$10,000</b>
Inclusion in all media				X
Featured in all TV coverage				X
Event Tickets & VIP seating for November 10, 2009		4	6	8
Program - Logo Placement (in varying sizes)		X	X	X
Sponsor Recognition Signage Posted – Logo Placement	X	X	X	X
Website – Logo placements & links	X	X	X	X
Banner at events			X	X
Invitation to address audience			X	X
Audio acknowledgement			X	X
On-site promotions			X	X
Right to use WCCF logo (1 year)	X	X	X	X
Right of first refusal - 2010	X	X	X	X

## Sponsorship Benefits

As a sponsor of the West Coast Chocolate Festival, you will:

- Champion the development of meaningful skills and work experiences for youth
- Access your target market and build relationships with consumers while growing your brand
- Promote your products or services at festival events –presentation tailored to the event.
- Association with a unique, ground-breaking festival of high caliber events
- Association with a professional, well-organized society with ambitious goals and proven ability to continue achieving them

## Why Youth and Chocolate? .... Why Not!

The idea of a chocolate festival was just a joke, at first. But we kept seeing signs that maybe we should take it seriously: an obscure but emerging world-wide interest in chocolate as a gourmet commodity with significant health benefits, the emerging interest of baby-boomers to travel for experiences, people's desire for connectivity and smaller events, the emerging 'eve-olution' of marketing—the realization that women control 85% of consumer spending— and that marketers must change their methods to reach these people. Chocolate alone didn't justify the size of our vision or the work that lay ahead, so we chose to leverage its power to create value for youth. Fundraising for youth arts programs was our initial goal. However, our actions in recruiting and mentoring youth and the very positive feedback from the youth involved persuaded us to change our mission to creating work experiences for youth. It's a great medium to teach appreciation, and one about which youth can become knowledgeable and teach others.

### **What are work experience/ mentorship students responsible for?**

A wide variety of students are involved in the festival from those belonging to local groups and organizations, government summer job funding programs and secondary school work experience programs. The West Coast Chocolate Festival prides itself on its innovative mission to leverage the festival to create mentored work experiences for youth in disciplines like marketing, event production, graphic design, culinary arts, project management, public speaking & presentations, and to showcase emerging talent – performers and artists. We also take care to present appreciation of chocolate in a cultural and informational context, not one that encourages over-indulgence.



Roles in the festival vary accordingly; summer job mentorship students tend to be directly involved with festival coordination, event planning, promotion, and marketing while high school students and youth volunteers may work on more specific tasks such as greeting guests or gaining first-hand experience by working with chefs and chocolatiers at specific events.

### **Who is Attending?**

The festival has an average annual attendance of 2500 - 3000 with many events selling out. With the addition of new events, venues, and sponsors the overall festival capacity is at approximately 50%. Growth for 2010 thru 2012 is a targeted attendance of over 7500 people. At present, one quarter of all attendees come from outside the host region from areas such as the BC Interior, Vancouver Island, Quebec, Ontario, Arizona, California, Washington, Oregon, and Alberta. We target select consumers, not a mass audience, and offer unique and somewhat exclusive experiences and limited-seating events. Since 2002 we've increased our audience by about 75%. Age group- the festival enjoys a wide variety of attendees depending upon the event. While alcohol and chocolate pairing events are geared towards adults, events such as the School and Chocolate, Chocolate Factory Tours, and Chocolate Tradeshow are more family-oriented.