

## Opportunities for Involvement in The 2009 West Coast Chocolate Festival

---

For Those Who Love Chocolate,

The box of chocolates has been reopened! As you may have heard already, The West Coast Chocolate Festival is no longer on hiatus and will be back this Fall with a new array of flavourful and enlightening experiences to stimulate your senses and soul once again. This year running from October 15 to November 10, the 2009 festival will repeat popular favourites from past years such as our 'School of Chocolate' presentations as well as 'Wines, Chocolates, and Liqueurs' pairing evenings, while also introducing exciting new events like our 'Tealicious Chocolate Tasting' and 'Salon du Chocolat' consumer tradeshow. Typically taking place in the Tri-Cities area of Coquitlam, Port Coquitlam, and Port Moody, this year the festival is expanding to locations around Vancouver, Burnaby, and the Lower Mainland with a long-term vision promoting continued growth.

First launched in 2002, the Festival continues its unique high calibre chocolate-themed adult and all-ages events while continuing to be a not-for-profit, 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's successes are many— half of all attendees come from outside the host region, the majority of events sell out each year, and the festival continues to have a growing annual attendance averaging 1700-2500. The West Coast Chocolate Festival has been the subject of two overseas university projects, has a website that ranks #1 on nearly all major search engines, and was recently recognized for its contribution to making the Tri-Cities a youth-friendly community with a 2008 R.E.A.C.H award.

Whether you have been involved with the festival in the past, or are looking to participate for the first time, this year we have a wide range of opportunities for involvement— from large-scale sponsorships to small in-kind donations in return for the valuable promotion and marketing the festival will give back to your business.

Interested? Attached is the list of opportunities available for becoming involved in The West Coast Chocolate Festival. Additional information can be found on our website.

Please email [info@chocolatefestival.ca](mailto:info@chocolatefestival.ca) if you wish to participate in the festival, and indicate which level of involvement most appeals to you. We thank you for sharing our vision of youth mentorship and truly appreciate your support in the years to come.

©The 2009 West Coast Chocolate Festival: 604.939.8068

[chocolatefestival.ca](http://chocolatefestival.ca) / [festivalduchocolat.ca](http://festivalduchocolat.ca)

## Opportunities for Involvement in The 2009 West Coast Chocolate Festival

---

Become Involved In:	What You Get:
<b>1. The Chocolate Trail Brochure</b>	An advertisement in our Chocolate Trail Brochure, 40k copies distributed throughout Vancouver and the Lower Mainland (ad space is 4 sq. inches— includes logo, business name, incentive identifier and details, map # on brochure, and a link on our website). <i>Cost: \$140 + G.S.T. and P.S.T.</i>
<b>2. 'Salon du Chocolat' Vendor</b>	Rent a booth at our festival kick-off chocolate salon, October 15th, 2009. Reach out to your target audience as guests stroll through booths, exhibits, and participate in demonstrations. <i>Cost: \$250 per booth, \$25 rental fee</i>
<b>3. Alcohol and Chocolate Sponsor</b>	Choose to be a sponsor for one of our popular alcohol and chocolate pairing events: 'Scotch and Chocolate,' 'Beer and Chocolate,' 'A Tealicious Chocolate Tasting,' or 'Wines, Liqueurs, and Chocolates.' Provide in-kind donations for sampling and promote your product while receiving maximum exposure to your target market. Additional benefits include valuable advertisement in festival marketing, print materials, and media mentions.
<b>4. 'School of Chocolate' Sponsor</b>	Donate product for our interactive video presentation and sampling event, or host a 'School of Chocolate' presentation at your location during the festival period.
<b>5. Festival Opening Kickoff Deals</b>	Offer any incentive to draw customers in to your business during the festival period, and you will be named a West Coast Chocolate Festival Sponsor with details about your offer listed on our website in addition to your company name being listed in all festival marketing and advertisements.
<b>6. Basket or Gift Certificate for TV or Radio</b>	Provide any in-kind donation to be given away by the media throughout the festival period and receive publicity for your business.
<b>7. Basket or Gift Certificate for Silent Auction</b>	Provide any donation to be used at the opening of the West Coast Chocolate Festival Salon, October 15. Be listed as a festival sponsor online and in our print material.
<b>8. Donate a dessert</b>	Provide a dessert item for an auction at our chocolate gala and receive publicity at a high-end event in addition to being listed as a festival sponsor in all marketing and advertisements.
<b>9. Give-away Items for Goody Bags</b>	Donate product to be included in bags—given to festival attendees— and receive free promotion reaching large target audiences.
<b>10. Create an event at your location</b>	Contact us with a suggestion for an event - West Coast Chocolate Festival would love to support your event. Call Dawn at 604.628.9547 or <a href="mailto:info@chocolatefestival.ca">info@chocolatefestival.ca</a>