



West Coast Chocolate Festival Sponsorship Package

What We Are

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 occur throughout the Tri-Cities area of Coquitlam, Port Moody and Port Coquitlam. Reflecting emerging trends such as culinary tourism, experiential travel, small affordable indulgences, and a rapidly increasing appreciation of the healthy benefits of good—preferably dark—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, we leverage 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.

The festival thrives upon this passion for empowering youth through mentorship initiatives by providing positions for students in various festival projects, which cover a wide variety of areas of study.

Mission Statement: Initially our goal was to raise funds for youth arts projects in the Tri-Cities. However, by 2005 it was clear our true mission was creating mentored work experiences, and so our mission became:

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.

Each year the festival runs, events offered may be repeated from past years or introduced as new features. A few key festival events this year include:

Salon du Chocolate Festival Kickoff- new to the festival this year will be an exciting evening launch event that will showcase many of our participating sponsors, offer a vast selection of samples and tastings, as well as provide attendees with details and opportunities to purchase tickets for upcoming festival events.

Alcohol and Chocolate Pairing Events- these elegant adult events offer a variety of pairings over the course of an evening which combine a selection of chocolates with complimenting wines, liqueurs, beers, or scotches. Sophisticated pairings are led by experts such as John Gerum of West Coast Wine Education, Marcus Von Albrecht of Mava Foods, and Colin Jack of Just Here for the Beer, as well as numerous knowledgeable chocolate experts. Each event includes tasting notes on the beverages and chocolates presented, and follows the reserved seating format preferred by past festival-goers. This year, a special wine and chocolate pairing dinner event will take place at the new Club Illia restaurant located atop Burnaby Mountain in SFU's UniverCity.

School of Chocolate- always keen to help people appreciate the finer points of the 'food of the gods,' this event is appropriate for all ages as guests learn about the history, growing and making of chocolate, and are led through a progressed tasting of various types of chocolate.

A Tealicious Chocolate Tasting- new to the festival this year will be a unique and innovative afternoon event fusing two classically elegant delights: tea and chocolate. The afternoon tea tasting will offer a variety of pairings from green tea to black, white chocolate to dark; the event will also include light refreshments and entertainment by emerging local talent.

Chocolate ce Soir- a sell-out event in past years, this year the festival will close with an upscale dinner gala hosted at Horizons restaurant on Burnaby mountain. Featuring an exquisite multi-course menu designed by Chef John Garrett, the dinner will incorporate West Coast cuisine both seasonal and regional as well as fabulous wines, and— of course— chocolate! This signature festival event is sure to top off a fantastic festival with a top of the mountain experience.



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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 'evolution' of marketing—the realization that women control 85% of consumer spending—and that marketers must change their methods to reach these people. When we found out nobody in North America was doing anything like what we imagined possible—we got started.

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.

Community Achievements

- 2008: Nominated for Tri-Cities Chamber of Commerce Business Excellence Award in Legacy Leadership category
- 2008: Won 2008 R.E.A.C.H. award, recognizing our contribution to making the Tri-Cities a youth-friendly community
- 2007: \$85 000 in-kind donations and sponsorships (including sponsorships from three main cities in the region) and \$40 000 volunteer time
- 2006: awarded \$18 000 by City of Coquitlam to purchase festival equipment and permanent signage
- Participated as founding member of Youth Matters! — a Tri-Cities initiative that promotes asset development and empowering youth in all aspects of their lives
- Awarded Canada Summer Jobs funding to hire students:
 - 2005: 3 students, 900 hours funded
 - 2006: 2 students, 600 hours funded
 - 2007: 2 students, 630 hours funded
 - 2008: 3 students, 1365 hours funded
 - 2009: 2 students, 1050 hours funded

When the Festival Takes Place

The West Coast Chocolate Festival ran annually until 2008 when we decided to take a one-year break to restructure and reintroduce the festival in 2009 with new and exciting events. In the past, the festival has typically taken place for a five-day period in the month of October, after Thanksgiving and before Halloween; however, this year it will run into November for the duration of three weeks.

Who is Coming

The festival has an average annual attendance of 1700-2500 with many events selling out and overall festival capacity at approximately 75%. Half of all attendees come from outside the host region from areas such as the BC Interior, Vancouver Island, 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.



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Audience demographics:

- Female (predominant) and Male, ages 25 and up
- Predominantly middle income and up
- Diverse audience – tourists, families
- Chocolate retailers and manufacturers, restaurants, & high profile
- Businesses participate each year. Currently over 200 partners or sponsors.

Our Goals

Our festival is complex and growing, and our work experience programs are growing and attracting more youth. As volunteers we've been long on ideas, determination and vision and we've accomplished a lot in a short time with few resources. Now we need resources to help us realize the potential of this mission and take this to the next level:

- to add more workshops for youth doing work experience and increase the number of youth we can benefit,
- to expand our sponsorship program to include lower level sponsorships tied directly to hiring youth on short or longer term project contracts that fit with their course load
- to compile our experience and templates into a guide so we can continue to operate virtually without losing productivity and quality,
- to utilize technology more effectively so we can keep our operation mostly virtual and our overhead really low
- to add a major chocolate trade show that would fully engage the culinary industry and the public modeled on Salon du Chocolate events occurring in Paris and New York
- to add a Chocolate Ball to the festival: very high-end, an event that engages mentored youth in all aspects of organizing and producing the event
- to expand our marketing to better reach our target market and sell out all events
- to attract more bus tours from BC and beyond
- to develop more symbiotic relationships: BC Chef Association, BC Restaurant & Food Association, Go2BC, Rotary & other groups that support youth, professional associations
- to seek out additional sources of funding - foundations, government grants
- to recruit more managerial and coordinator volunteers and more mentors
- to put BC on the map as a destination for world class chocolate culinary tourism

Sponsorship opportunities

The festival offers sponsorship opportunities at various levels: Lead Sponsor, Themed Sponsor, Event Sponsor, Activity Sponsor, and In-Kind 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 title sponsorship of \$30K 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.



West Coast Chocolate Festival

2008 Sponsor Grid

	Lead Sponsor \$10,000	Themed Sponsor \$3,500	Event \$1000 - \$2000	Activity Sponsor \$250 - \$1500	In-Kind
Opportunities Available	1	1	See List	See List	
Published Display Advertising – Logo Placement	1st	2nd	TBC		
Brochure - Logo Placement	Front cover	Rear Cover	Beside Event		
All Event Tickets - Logo Placement	P				
Individual Event Programs - Logo Placement	All	All	By Event		
Festival Colour Poster – Logo Placement	1st	2nd	TBC		
Sponsor Recognition Signage Posted at all events - Logo Placement	1st	2nd	P	P	P
Website – Logo placements & links	1st	2nd	P	P	P
Festival Event Tickets	P	P	P		
Banner at events	P	P	P	TBC	
Invitation to address audience at specific events	P	P	P		
Audio Acknowledgement at events	P	P	P	P	
Onsite Promotions, where possible	P	P	P	P	
Right to use WCCF logo (1 year)	P	P	P	P	P
Right of first refusal - following year	P	P	P	P	
Media Sponsorships					



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2009 Event Opportunities

\$2500	<i>Salon du Chocolat</i> Festival Kickoff Oct.15 th at the Delta Hotel in Burnaby, \$50 per ticket, 200 guests, Media VIP Reception,
\$1500	<i>Scotch and Chocolate</i> , Oct.16 th at PICA, hosted by Marcus von Albrecht, \$75/tkt, 100 guests <i>Beer and Chocolate</i> , Oct.17 th at The Outlet in Port Coquitlam, \$35/tkt, 75 guests <i>Wines and Chocolate</i> Dinner, Oct.18 th at Club Illia in Burnaby, 100 guests <i>Just here for the Beer.... and Chocolate</i> , hosted by Colin Jack Oct.23 rd at the Old Mill Boathouse in Port Moody, \$35/tkt, 75 guests <i>Wines, Chocolates and Liqueurs</i> , Oct. 24 th at Place des Arts in Coquitlam, \$50/tkt, 85 guests <i>A Tealicious Chocolate Tasting</i> , Oct.25 th at The Outlet in Port Coquitlam, \$35/tkt <i>Cooking with Chocolate</i> , Oct.30 th at PICA in Vancouver <i>Schools of Chocolate</i> at various locations throughout the festival
\$2500	<i>Chocolat ce Soir</i> evening gala, Nov.10 th at Horizons restaurant in Burnaby
\$250 - \$1000	(Opportunities may vary according to terms of Event Sponsorship) <i>Chocolate Demonstrations</i> - various events <i>Gift Baskets</i> - various events <i>In-Kind Product Donations</i> - various events

Sponsor 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



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Past Sponsors & Partners (partial lists):

Corporate

Thrifty Foods* Executive Plaza Hotel* Open Road Lexus
Coast Capital Savings Chocolate Works* Coquitlam Centre
Chapters-Pinetree Village* Casa Dolce* Tracy Price-RBC Wealth Management*
Cities of Coquitlam*, Port Moody* and Port Coquitlam*

Businesses

Rogers' Chocolates* Starbucks* Minuteman Press*
Sutton Place Hotel* Chef Bernard Casavant* Chocolate Bowl*
ChocolaTas* Purdy's Chocolate* Brockmann's Truffinis*
Chocolate Arts* Planet Organic* Charlie's Chocolate Factory*
Pasta Polo* Anducci's* Gallagher's Espresso Bar*

Wineries

The Fort Wine Company* Lotusland Winery Summerhill Pyramid Winery
Domaine de Chaberton Estate Winery*

Media

CTV* JRFM* JACK-FM*
QMFM* CityTV* CKNW
CBC-Radio One* Fairchild Television* Radio-Canada Télévision*
VanNet-Coquitlam Now* Black Press-TriCity News* Lamar Transit Advertising
TV Week Magazine

Community

Rotary Club of Port Moody Rotary Club of Coquitlam Sunrise Spirit of Vancouver*
Coquitlam, Port Moody and Port Coquitlam public libraries*

*multi-year participation

Board Members

President: Sandy Priestly

Vice President: Pam Palmer

Festival Coordinators: Dawn Donahue, Maria Schollen

Directors: Maureen Dockendorf, Linda Baker, Barb Hobson, Farid Jamal

Summary

Six successful years—and a host of high-profile sponsors, many in-kind— has helped prove that the vision has a future. The festival has been made possible by partners who share the vision of empowering youth and providing valuable experiences that will benefit them for years to come. We have followed a dream, we believe in the power of investing in appreciation, in prevention, in positive encouragement, and we have created life-changing experiences for many youth. The potential to do more is huge.

If this—and chocolate— appeal to you, more information about sponsorship opportunities, event details, and ticket purchasing can be found on the website.