

CELEBRATING



FEATURING



FUNDRAISING

*Bacchanalia*  
GALA DINNER + AUCTION  
Saturday Night! Feb 11, 2017

BENEFITING



# VANCOUVER INTERNATIONAL WINE FESTIVAL

Feb 11–19, 2017



“ONE OF THE  
VERY BEST  
WINE FESTIVALS  
IN THE WORLD”

SPONSORSHIP BACKGROUNDER  
Contact: [Sponsors@VanWineFest.ca](mailto:Sponsors@VanWineFest.ca)

# SPONSOR CANADA'S PREMIER WINE SHOW



**“One of the very best wine festivals in the world”**

As a sponsor of the Vancouver International Wine Festival, you will have unparalleled access to 25,000 affluent festivalgoers (59.2 percent have household income over \$100,000) with plenty of disposable income. The typical festivalgoer is 38 years old and is an active, social, wine-and-food savvy professional. Patrons spend an average of \$523 per month (\$6275 annually) on wine and dining out with wine.

Your partnership will be tailored to suit your budget and sponsorship goals. It can be festival-wide or you can choose from a menu of public-only or trade-only events, large or small.



# THE PLAY'S THE THING



The 2016 production of *The Merry Wives of Windsor*  
*(Photo by David Blue)*



VIWF chair Randy Kaardal presents the cheque to Bard's Christopher Gaze at *Merry Wives of Windsor* opening night. Founded as a fundraiser in 1979 for the Vancouver Playhouse Theatre Company (which, sadly, closed in 2012), the fest has raised \$8.7 million for the performing arts since inception.

Your sponsorship of the Vancouver International Wine Festival helps support one of Vancouver's iconic arts organizations. Net proceeds raised by the festival go to Bard on the Beach Shakespeare Festival.

We are proud to have contributed \$8.7 million to the performing arts since our inception in 1979. Founded initially as a fundraiser for the Vancouver Playhouse Theatre Company, VIWF proudly supported the Playhouse for 34 years until it closed in 2012. Since 2013, proceeds have gone to Bard on the Beach Shakespeare Festival.

Bard on the Beach is one of Canada's largest not-for-profit, professional Shakespeare festivals. Presented in a magnificent setting on the waterfront in Vancouver's Vanier Park, Bard on the Beach offers Shakespeare plays, related dramas and several special events in two performance tents from June through September. Artistic director Christopher Gaze actively spreads enthusiasm for the magic of Shakespeare's plays through numerous guest appearances at corporate, scholastic and private events.

Through its constantly expanding community outreach, Bard hosts the popular Young Shakespeareans Workshops for youth and teens at the site during the summer and Bard in the Classroom workshops for students and teachers during the school term. In 2014, it launched the Riotous Youth program to provide further Shakespearean theatre education to some of its summer workshop graduates.



# 2017 QUICK STATS



- 39th annual (founded 1979)
- 10 days (Bacchanalia Gala February 11; festival February 13-19)
- 24,783 admissions in 2016 (99% of all tickets sold)
- 16 countries
- 180 wineries
- 54 events at ~25 venues
- ~ 50 participating restaurants, hotels, caterers
- 1,700 wines projected, including
  - 780 at International Festival Tastings
  - 170 additional wines at Trade Tastings
  - 750 wines at special events (dinners, seminars, etc)
- 42,000 bottles poured and/or purchased\*
- 82,000 wine glasses used\*
- 2017 theme: The Wine World Celebrates Canada with 76 wineries, ~300 wines from BC, ON, NS (Italia! in 2016, 60 wineries and 240 wines)
- 400 volunteers

\* 2016 stats



NEXT YEAR'S FESTIVAL

February 26 – March 4, 2018

# DEMOGRAPHICS



Festivalgoers are young, well-educated and affluent (59.2 percent have household income of \$100,000+ per annum) and have high disposable income.

They are loyal, repeat customers – 65 percent have attended two or more years. Gender breakdown is 54 percent women, 46 percent men.

About 80 percent of festivalgoers are from the Metro Vancouver area. The rest of BC – mainly the Interior/Okanagan, Vancouver Island, Sea to Sky corridor – accounts for ~15 percent, and about five percent are out-of-province or out-of-country.

## AGES

- 19 to 24 – 3.5 percent
- 25 to 34 – 23 percent
- 35 to 44 – 23 percent
- 45 to 54 – 24.3 percent
- 55 to 64 – 18.6 percent
- 65+ - 7.5 percent
- **Average age 38**

## GENDER

- Men, 46 percent
- Women, 54 percent

## HOUSEHOLD INCOME

- \$200,000+ – 12.7 percent
- \$151,000 to \$200,000 – 15.3 percent
- \$100,000 to \$150,000 – 31.2 percent
- \$76,000 to \$100,000 – 18.9 percent
- \$51,000 to \$75,000 – 13.8 percent
- \$50,000 and under – 8.2 percent

## EDUCATION

- University degree – 57 percent; some university, 11 percent
- College degree – 12 percent; some college, 13 percent
- High school and other – 7 percent

*Data from 1,900+ respondents via 2015 online subscriber survey; 2014 onsite survey; and box office statistics.*

# THE WINE WORLD IS HERE



The Vancouver International Wine Festival is Canada's premier wine show and widely considered to be the best wine event in North America. With 25,000 admissions and at 39 years of age, it also is one of the biggest and oldest in the world. It unites twin passions for great wine and good food in a city that is renowned for its wine savvy (experts say the Vancouver wine market is three to five years ahead of North American trends) and its vibrant restaurant culture. This international festival showcases some 1,650 wines from 16 countries and brings the rock stars of the world's wine scene to Vancouver. The 2017 festival features 54 events at 25 venues. It is headquartered at the dramatic Vancouver Convention Centre.



## THEME O CANADA!

Each year the festival shines the spotlight on one of the ~15 participating countries or regions. The featured country has more wineries, wines and events than any other. For 2017, in honour of our country's 150th birthday, the theme is "The Wine World Celebrates Canada".



## RECENT THEMES

- 2016 Italia!
- 2015 Savour Australia
- 2014 France Bon Appétit
- 2013 California Wines
- 2012 Wines of Chile

# THE VINE STARS ARE HERE



**Michel Chapoutier**  
*Proprietor*  
 Maison M. Chapoutier  
 (France)

Every participating winery sends a vine star (proprietor, winemaker, family member, senior executive) to VanWineFest. And that often means that the person pouring the wine has his or her name on the bottle. It's what sets this festival apart. Some of the winemakers at festivals past and present include:



**Nathalie Bonhomme**  
*Winemaker*  
 El Petit Bonhomme/Gil Family Estates  
 (Spain)



**Jane Ferrari**  
*Winemaker/Storyteller*  
 Yalumba  
 (Australia)



**Dlynn Proctor**  
*North American Wine Ambassador (and star of SOMM)*  
 Penfolds  
 (Australia: Barossa)



**Ray Signorello**  
*Proprietor/Winemaker*  
 Signorello Estate Winery  
 (USA: California)



**John Skinner**  
*Proprietor*  
 Painted Rock  
 (British Columbia: Okanagan)



**Charles Smith**  
*Proprietor*  
 Charles Smith Wines  
 (USA: Washington State)



**Bruce Tyrrell**  
*Owner/Managing Director*  
 Tyrrell's Wines  
 (Australia)



**Sergio Zingarelli**  
*Proprietor*  
 Rocca delle Macie  
 (Italy)

# THE STOVE STARS ARE HERE



**David Hawksworth**  
Hawksworth Restaurant  
*(Photo courtesy of Hawksworth Restaurant)*

Over 50 of the province's most celebrated chefs, restaurants, hotels and caterers take part in the festival, staging winery dinners or lunches or hosting food stations at the acclaimed Vintners Brunch. Some of the all-star chefs and restaurants participating in recent festivals include:



**Alex Chen**  
Boulevard Kitchen & Oyster Bar  
*(Photo from boulevardvancouver.ca)*



**Frank Pabst**  
Blue Water  
*(Photo from bluewatercafe.net)*



**Pino Posteraro**  
Cioppino's Mediterranean Grill  
*(Photo courtesy of Cioppino's Mediterranean Grill)*



**Wayne Sych**  
Joe Fortes  
Gold, 2014 Vintners Brunch pairing competition  
*(Photo from joefortes.ca)*



**Chris Whittaker**  
Forage  
Silver, 2015 Vintners Brunch pairing competition



**Vikram Vij**  
Vij's



# EVENTS

## INTERNATIONAL FESTIVAL TASTINGS



The heart of the Vancouver International Wine Festival is the Tasting Room at the Vancouver Convention Centre. Over 18,000 people attend six tasting sessions there on Thursday, Friday and Saturday of festival week.

There are four International Festival Tastings for the public, offering 780 wines by 180 wineries, and two Trade Tastings, at which an additional 170 wines are poured. Festivalgoers who discover wines they like may buy them at BC Liquor Stores' onsite festival wine shop and have them shipped for free to their local BC Liquor Store.

*"Besides the, oh, 1,750-ish wines being poured by winemakers and principals from 170 wineries, there's nothing like enjoying the big-city buzz of the room at Vancouver Convention Centre West, with that jaw-dropping view of the harbour."*

*Kurtis Kolt, The Georgia Straight*



# EVENTS SEMINARS, DINNERS AND MINGLERS



Nearly 50 special events orbit the Tasting Room. The lineup includes seminars, tutored tastings, dinners, lunches, wine minglers and more. These start on Monday of festival week and wrap up on Sunday. Some 700 wines, in addition to those served at the big tastings, are offered at special events.



# EVENTS

## TRADE DAYS CONFERENCE, PRESENTED BY SYSCO



Reach 7,000 wine business trendsetters and influencers behind Vancouver's dynamic wine and fine dining scene. Fourteen of the 54 events at VanWineFest are within Trade Days Conference, presented by Sysco, including seminars, lunches, an awards show and two Trade Tastings. The conference has won the **#1 Food, Wine & Hospitality Industry Event in Canada** from New York's BizBash for the last four consecutive years.



*Jason Yamasaki of Chambar Restaurant and Howard Soon of Sandhill Estate Wines, winners of the CAPS/VIWF Sommelier of the Year Award and the Spirited Industry Professional (SIP) Award respectively, celebrate at Celebrating Excellence: Annual Awards Lunch*



# *Bacchanalia*

## GALA DINNER + AUCTION



This luxe black tie affair, the centrepiece of the Vancouver International Wine Festival, is one of the most spectacular events in the city. Bacchanalia features five courses deliciously paired with 10 wines. Serious wine collectors can build their cellars through live and silent auctions of rare, valuable or unusual wines donated by some of the world's top winemakers and private collectors. Also on auction are fabulous trips and culinary extravaganzas featuring chefs and sommeliers from the province's top restaurants. All gala proceeds benefit Bard on the Beach Shakespeare Festival.



# SPONSORSHIP OVERVIEW



We tailor our sponsorship packages to suit the objectives and budgets of our sponsors. And we knock ourselves out to help make your sponsorship work for you. We want our sponsors to profit from their association with the festival. Let's discuss what you want your sponsorship to achieve and we'll suggest dynamic opportunities for your consideration. We love to start the conversation with, "As a festival partner, if you could have anything (i.e. sponsor benefit) you wanted, what is it?" Prices range from **\$10,000 to \$150,000**.

Your suite of benefits might include:

- **Experiential marketing, display and sampling opportunities** for festivalgoer engagement
- **Corporate entertainment** at premium (and sold out) events, big or small
- **Brand recognition**
  - Increase your profile by sponsoring a platform that works for you – a tasting or other event, an award or program
  - Logo, wordmark and/or editorial recognition in our \$500,000 marketing initiatives, including ad campaign, website, e-newsletters, brochures and tasting program



# EXPERIENTIAL MARKETING



*Food services distributor Sysco served delicious chef-crafted small plates.*

A booth in the Tasting Room allows you to interact with nearly 18,000 festivalgoers. Top sponsors receive priority placement.



*The Vancouver Sun leverages its sponsorship to increase ad sales. At the booth, festivalgoers sample wines selected by wine writer Anthony Gismondi and redeem Sun "passports" for rewards.*



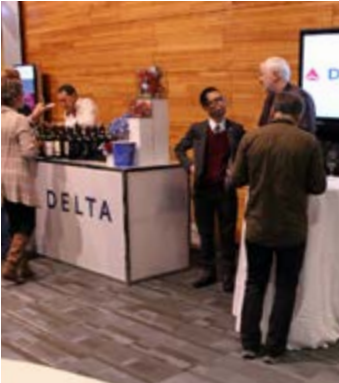
*Wine educator DJ Kearney gets passionate about her favourite subject*



*Terra Breads serve their stone-heat baked breads.*



*Artisan cheeses are offered by Dairy Farmers of Canada to wine pros at the Trade Tasting*



*Festivalgoers get VIP treatment in the Delta Air Lines Tasting Lounge*

# ENTERTAINMENT AND HOSPITALITY



Most events at the Vancouver International Wine Festival sell out, often on the first day tickets go on sale. Treat your guests to this hot-ticket festival through sponsor-exclusive entertainment opportunities. Some ideas:

- A proprietary event created especially for your company
- Tickets to the invitation-only Festival Toast
- Tickets to the exclusive Delta Air Lines Tasting Lounge
- Tickets to the International Festival Tastings
- Exclusive sommelier-guided tours of the tastings
- Tickets to your sponsored event
- Table(s) with priority placement at Bacchanalia Gala Dinner + Auction
- Advance buying opportunity for other events



# BRAND RECOGNITION



Examples of VIWF produced sponsor-branded online promotions



VanWineFest's ~\$500,000 marketing initiatives allow plenty of opportunity for sponsor recognition. Wherever possible, branding, such as logo, wordmark and/or editorial recognition, is integrated into your sponsored platform, allowing your brand to stand out onsite or in publications. When your platform is promoted within a VanWineFest communiqué – whether that's online promotion, a print ad, promotional brochure, e-news blast or tasting program, for example – your logo will appear in the platform portion whenever possible.

## FESTIVAL PUBLICATIONS AND COMMUNICATION ASSETS

Most publications, including digital publications, offer ad space, logo recognition and editorial reference to sponsors. These are **available exclusively to sponsors**, with the exception of the Tasting Program, which accepts ads for products non-competitive with sponsors. Some benefits, such as ads in the promotional brochure, are available to main sponsors only.

- **Website** – 160,000 unique visitors annually
- **Promotional (consumer events) brochure** – 12,000 printed
- **Trade Days Conference brochure** – 3,000 printed
- **E-blasts** – 8,000 subscribers, including 2,000 trade subscribers; ~25 e-news annually
- **Tasting Program** – 10,000 printed, ~64 pages
- **Festival app** (iOS and Android) 1,440 installations
- **Social media: Twitter** 11,800 followers; **Facebook** 3,650 likes; **Instagram** new & growing
- **Paid and in-kind media** – print and online media budget \$350,000
- **Earned media (editorial)** – 71 million impressions



# PUBLICATIONS



Promotional brochure (12,000)



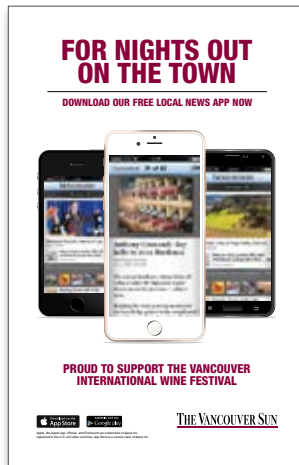
Trade Days Conference brochure (3,000)



Acura Tasting vRoom program (10,000)

Major supporters receive complimentary ads in the brochures. All sponsors receive ads in the tasting program. And logos appear in conjunction with sponsor platforms. And, of course, all sponsor logos appear on the sponsor recognition pages.

To download a publication, click on the cover or link.



Ad samples from promotional brochure





# PROPRIETARY PLATFORMS



Some options:

- Presenting sponsor of VIWF
- Title sponsorship of the Tasting Room, the most valuable real estate at the festival
- Title sponsor of Bacchanalia Gala Dinner + Auction
- International Festival Tastings (four public tastings – biggest events at festival)
- Volunteer program (branded aprons or shirts – 400 “mobile billboards”)
- Pouring Team volunteers (exclusive seminars and tastings; branded aprons)
- Wine minglers
- Special Events



## NEXT STEPS



We would love to meet with you to discuss sponsorship of the Vancouver International Wine Festival.

Please contact us at [Sponsors@VanWineFest.ca](mailto:Sponsors@VanWineFest.ca)