

FUNDRAISING

BENEFITING

Bacchanalia
GALA DINNER + AUCTION
Saturday Night! Feb 24, 2024



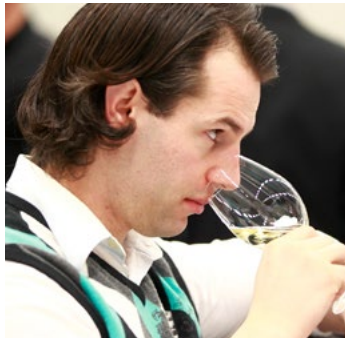
VANCOUVER
INTERNATIONAL
WINE FESTIVAL
Feb 24–Mar 3, 2024



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

SPONSORSHIP BACKGROUNDER
Contact: 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 18,000 affluent festivalgoers (65.5 percent have household income over \$100,000 and over half of those have \$150,000+ HHI) 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 (\$6,275 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



Chelsea Rose & Oscar Derkx, *As You Like It*, 2023
Photo & Image Design: Emily Cooper



Raising a glass at the Bacchanalia Gala Dinner + Auction, presented by National Bank Private Banking 1859, which raised \$160,000 for Bard on the Beach in 2023! (L-R) VIWF executive director Harry Hertscheg, Bard executive director Claire Sakaki, and Bard artistic director Christopher Gaze.
Photo: Christine McAvoy

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

We are delighted to have contributed more than \$10 million to the performing arts since our inception in 1979. Bard on the Beach has been VIWF's charitable partner since 2013 and the festival has raised \$2 million for Bard since then, including \$160,000 in 2023. Created as a fundraiser for the Vancouver Playhouse Theatre Company, VIWF proudly supported the Playhouse for 34 years until it closed in 2012.

Bard on the Beach is one of Canada's largest not-for-profit, professional Shakespeare festivals, celebrating its 34th season in 2023. 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 at its administrative centre in the off-season, plus Bard in the Classroom workshops for students and teachers throughout the school term. In 2014, it launched the Riotous Youth program to provide further Shakespearean theatre education to some of its summer workshop graduates.



2024 QUICK FACTS



- Beneficiary: Bard on the Beach Shakespeare Festival (\$160,000 in 2023); \$2 million since Bard became beneficiary in 2013; \$10 million for the performing arts since inception). Details on Page 3.
- 45th annual (founded 1979)
- February 24-March 3
- 8 days. Some highlights:
 - Bacchanalia Gala Dinner + Auction, February 24
 - Tasting Room at Vancouver Convention Centre, February 29-March 2. The heart of the festival with six tasting sessions over three days: four International Festival Tastings for consumers and two Trade Tastings
 - Trade Days, three days and 10 events, February 28-March 2. Trade-only events include a plenary, seminars, networking lunches and Trade Tastings
- 18,000+ admissions
- 149 wineries
- 12 countries
- ~ 40 events at ~20 venues
 - 30 for the public and 10 for trade
- ~ 50 participating restaurants, hotels, caterers
- (2023) 1,425 wines, including
 - 715 at International Festival Tastings
 - 150 additional wines at Trade Tastings
 - 560 wines at special events (dinners, seminars, etc)
- 42,000 bottles poured and/or purchased (2023 stats)
- Tasting Room size (at VCC West): ~53,000 square feet



DEMOGRAPHICS



Festivalgoers are young, well-educated and affluent (65.5 percent have household income of \$100,000+ per annum and over half of those have HHI of \$150,000+) 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 79 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 six percent are out-of-province or out-of-country.

AGES

- 19 to 24 – 3 percent
- 25 to 34 – 21 percent
- 35 to 44 – 21.5 percent
- 45 to 54 – 24.5 percent
- 55 to 64 – 21 percent
- 65+ – 9 percent
- **Average age 38**

GENDER

- Men, 48 percent
- Women, 52 percent

HOUSEHOLD INCOME

- \$200,000+ – 18.5 percent
- \$151,000 to \$200,000 – 16.9 percent
- \$100,000 to \$150,000 – 30.1 percent
- \$76,000 to \$100,000 – 16 percent
- \$51,000 to \$75,000 – 14.5 percent
- \$50,000 and under – 4.7 percent

EDUCATION

- University degree, some university – 60.8 percent
- Post-secondary degree – 24.5 percent; 10.6 some
- High school or equivalent – 4 percent

Data from 2019 online survey; past & current onsite surveys; 2019 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 18,000 admissions and at 45 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 and its vibrant fine dining culture. In 2022, the festival returned after a COVID-forced hiatus to showcase some 680 wines from 13 countries, welcoming the wine world back to Vancouver. In 2023, the festival was even bigger and better, with 36 events at 25 venues, and 2024 will continue our return to pre-pandemic numbers.



The festival is headquartered at the dramatic Vancouver Convention Centre. The festival has won the **#1 Food, Wine & Hospitality Industry Event in Canada** from New York's BizBash for eight years running.

Each year the festival shines the spotlight on one of the ~15 participating countries or regions. The featured region has more wineries, wines and events than any other. The 2024 theme country will be Italy.

RECENT THEMES

2023 Celebrate South America
2020 Explore France
2019 Dream Big: California Style
2018 Viva Iberia (Spain & Portugal)
2017 The Wine World Celebrates Canada

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 previous festivals include:



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



Dr. Laura Catena
Managing Director
Catena Zapata
(Argentina)



Aurelio Montes, Jr.
Chief Winemaker
Montes
(Chile)



Genevieve Janssens
Chief Winemaker
Robert Mondavi Winery
(USA: California)



Christine Coletta
Owner
Okanagan Crush Pad
(British Columbia: Okanagan)



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



Daniel Castaño
Export Director & Family Member
Familia Castaño
(Spain)



Sergio Zingarelli
Proprietor
Rocca delle Macie
(Italy)



THE STOVE STARS ARE HERE



David Hawksworth
Hawksworth Restaurant
(Photo courtesy of Hawksworth Restaurant)

Dozens of the province's most celebrated chefs, restaurants, hotels and caterers take part in the festival, staging winery dinners or lunches. 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 Cafe
(Photo from bluewatercafe.net)



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



Andrew Richardson
Elisa



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 12,000 people attend six tasting sessions there on Thursday, Friday and Saturday of festival week.

All participating wineries present 4-5 select wines at four International Festival Tastings for the public and two Trade Tastings reserved for members of the food & beverage and hospitality industries. 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, [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



Another 30+ special events orbit the Tasting Room. The lineup includes seminars, tutored tastings, dinners, lunches, wine minglers and more. The eight-day festival opens with the Bacchanalia Gala Dinner + Auction on the Saturday before festival week, and wraps up with a Sunday lunch. Some 500 wines, in addition to those served at the big tastings, are offered at special events.



VIWF TRADE DAYS

3 DAYS – THE TOP WINE TRADE EVENT IN CANADA



The three-day Trade Days Conference (February 27-March 1) will bring together 5,000 wine business trendsetters and influencers behind Vancouver's dynamic wine and fine dining scene. There are 10 trade-only events at Vancouver Convention Centre, including seminars, a plenary, lunches and awards, and two Trade Tastings.



2023 Spirited Industry Professional Award
John Bishop



2023 Sommelier of the Year
Kelcie Jones

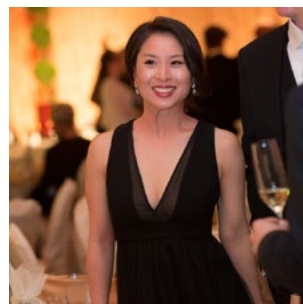


Bacchanalia

GALA DINNER + AUCTION



The high-net-worth attendees at **Bacchanalia Gala Dinner + Auction** happily pay, say, **\$10,000 for a rare bottle of 1906 Château Latour** or **\$20,000 for a celebrity dining experience at Vij's Restaurant**. Recent auctions have offered a **\$7,000 bottle of 1949 Château Haut-Brion** and a **1982 Bordeaux Collection** of Mouton Rothschild, Margaux, Cheval Blanc and Latour Haut Brion valued at **\$9,750**, to name a few. Bacchanalia Gala, which annually launches the Vancouver International Wine Festival, is one of the most spectacular events in the city. In addition to the serious wine and magnificent epicurean feasts and travel on auction, guests enjoy a fabulous five-course dinner paired with 10 wines at the Hotel Vancouver. 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. Prices range from **\$5,000 to \$100,000+**.

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 \$350,000 marketing initiatives, including ad campaign, website, e-newsletters, brochures and tasting program
 - Promotional and editorial opportunities via our social media channels
- **Category exclusivity**



EXPERIENTIAL MARKETING

A booth in the Tasting Room allows you to interact with nearly 15,000 festivalgoers. Top sponsors receive priority placement.



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



The Vancouver Sun leveraged its sponsorship to increase ad sales. At the booth, festivalgoers sampled wines selected by wine writer Anthony Gismondi and redeemed Sun "passports" for rewards.



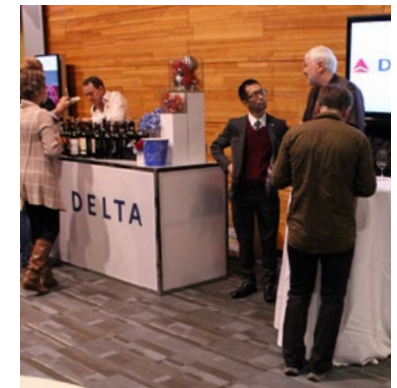
Wine educator DJ Kearney gets passionate about her favourite subject



Terra Breads served their stone-hearth baked breads.



FIJI Water sampled its premium waters to festivalgoers.



Festivalgoers got VIP treatment in the Delta Air Lines Tasting Lounge

ENTERTAINMENT AND HOSPITALITY

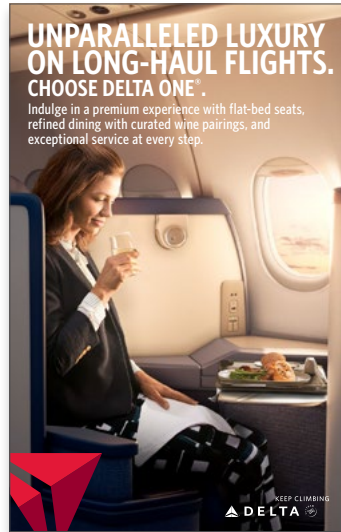


Most events at the Vancouver International Wine Festival sell out, often on the first day tickets go on sale. Treat your guests to this hot-ticket festival through sponsor-exclusive entertainment opportunities. Some ideas:

- Tickets to the invitation-only Festival Toast
- 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



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 major sponsors only.

- **Website** – 118,300 sessions; 310,500 page views; 83,600 unique visitors
- **Promotional brochure** – distributed digitally
- **E-News** – 10,000 subscribers including 1,300 trade subscribers; ~25 e-news annually. Average 55% open rate.
- **Tasting Program** – 5,000 printed, 52 pages
- **Festival app** (iOS and Android) 4,100 installations
- **Paid and in-kind media** – print and online media budget \$420,000
- **Earned media (editorial)** – ~75 million impressions



SOCIAL MEDIA

12+ million potential reach • 1.5 million tracked impressions

TWITTER

- 12,000 followers

View more at [@VanWineFest](https://twitter.com/VanWineFest)

FACEBOOK

- 7,300 followers

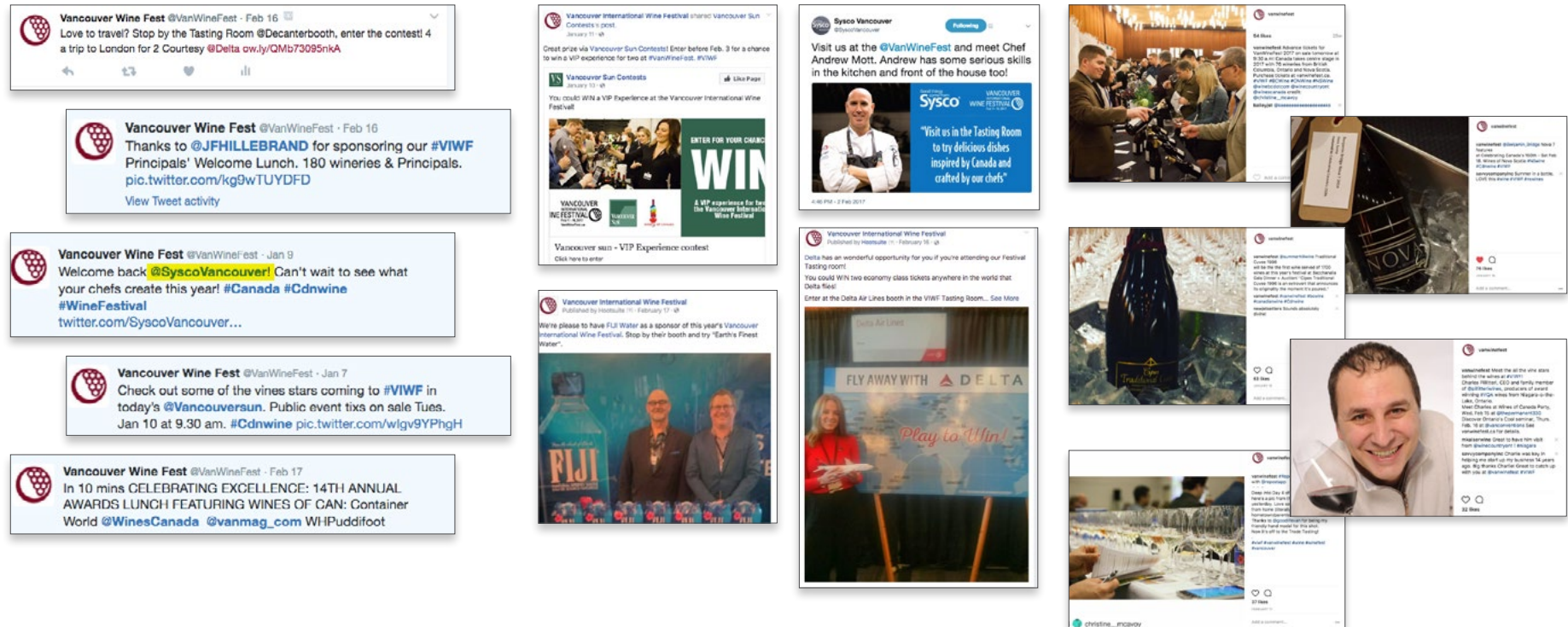
View more at facebook.com/VanWineFest

INSTAGRAM

- 7,000 followers

View more at instagram.com/VanWineFest

Accelerate your impact through VanWineFest's social media platforms. We not only engage with festivalgoers, 80 percent of whom hail from the Metro Vancouver area, but with other wine lovers, and producers, from across Canada and around the world. We can provide impactful and innovative platforms that enable engagement with your target market.



PUBLICATIONS



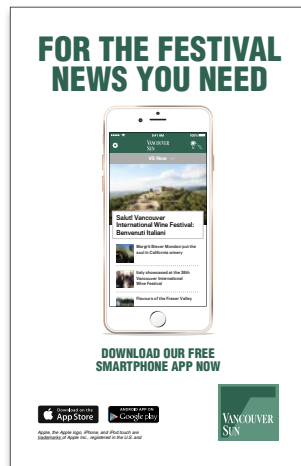
Tasting Room program (8,000)



Promotional brochure (online)

Major supporters receive complimentary ads in the brochures. All sponsors have the option of placing an ad in the Tasting Room program. 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




Sponsors are recognized in our extensive print campaign



westernliving

BCBUSINESS

FOOD & DRINK
TASTE
BC LIQUOR STORES



The Wine World is Here

18-20 MAR 2018
VANDUVER
WINE FESTIVAL

PARTNERS IN WINE & THEATRE

OUR PARTNERS HELPED US RAISE \$240,000 FOR GOOD. THANK YOU!


Wines from California and wine stages at the 2018 Vanduver International Wine Festival have been selected as the first step of getting wine on the performing arts. Five free seminars from the Golden State raised \$17,000 from 18 locations, participating in eight days of planning, seminars, dinners, lectures and wine parties.

In the process they helped raise \$240,000 for the San Diego Shakespeare Festival, our charitable partner. They also gave us wine – fabulous, vintage and dry aged, some organics, locally grown, vineyards grown and authentic, beautiful, community, spirited, authentic, southern down, healthy, local & sustainable, warm, great confidence and good – which gave us support beyond wine as an entertainment festival and made this contribution possible. This could be done without you.

BOARD OF DIRECTORS	WINEGIVING ELECTION COMMITTEE	PLANNING COMMITTEE	BACARACHALA GALA COMMITTEE	GALA FESTIVITE COMMITTEE
Mike Menden (Chair) Mary Ann (Vice Chair) Randy J. Kestel (Treasurer) John (Secretary) John (Member)	Donny Huggins (Chair) Tim Huggins (Vice Chair) Tim Huggins (Treasurer) Stephen Schaefer (Secretary)	Deborah Dineen (Chair) David Dineen (Vice Chair) Loretta Dineen (Treasurer) John Dineen (Secretary) David Dineen (Member)	Jean Wacker (Chair) Jean Wacker (Vice Chair) Jean Wacker (Treasurer) Jean Wacker (Secretary) Jean Wacker (Member)	Mark Huggins (Chair) Mark Huggins (Vice Chair) Mark Huggins (Treasurer) Mark Huggins (Secretary) Mark Huggins (Member)




THANK YOU TO OUR 2018 FESTIVAL PARTNERS

BENEFITING












Bard on the Green

MAJOR SPONSORS









PREMIER SPONSORS










TASTING ROOM

FESTIVAL SUPPORTERS

"ONE OF THE VERY BEST WINE FESTIVALS IN THE WORLD"

SEE YOU IN 2018!

42nd VANDUVER INTERNATIONAL WINE FESTIVAL
 18-20 MAR 2018
 VINE LA FRANCE

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VANCOUVER
INTERNATIONAL
WINE FESTIVAL 
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45th Vancouver International Wine Festival
February 24-March 3, 2024
VanWineFest.ca | Sponsors@VanWineFest.ca

PROPRIETARY PLATFORMS



Some options:

- Presenting sponsor of VIWF
- Title sponsor of the Tasting Room, the most valuable real estate at the festival
- International Festival Tastings (four public tastings – choose one, or all four. These are the festival's biggest events.)
- Volunteer program (branded aprons or shirts – 100 “mobile billboards”). Highly visible and often photographed
- Pouring Team volunteers (exclusive seminars and tastings; branded aprons)
- Wine minglers
- Special Events
- Wi-Fi sponsor – keep everybody connected



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