

BC SHELLFISH & SEAFOOD

F E S T I V A L

COMOX VALLEY - VANCOUVER ISLAND

JUNE 12 - 21, 2015 / A SHOWCASE OF WEST COAST SEAFOOD

The 9th annual BC Shellfish & Seafood Festival is the largest festival of its kind in British Columbia; 10 days filled with culinary events, shellfish and seafood producer tours, celebrity chef demonstrations, winery dinners that celebrate the bounty of the sea, coupled with aquaculture industry workshops, networking events and tradeshow. The festival takes place during BC Seafood Month, the perfect time to showcase seafood excellence!

The pristine waters that surround the Comox Valley produce more than 50% of all of British Columbia's shellfish. This stunning location and vibrant sector are the perfect combination for bringing visitors and industry together to educate, enhance and taste the very best aquaculture has to offer.

HOW YOUR BUSINESS WILL BE SHOWCASED

In addition to your business being exposed to thousands of event attendees this summer, a \$75,000+ multi-media marketing campaign will drive awareness and participation to the festival. This includes television, radio, contesting, online and social media marketing, print advertising and earned media. Festival marketing will target Vancouver Island residents, with a secondary focus into the Lower Mainland. A sample of our 2014 marketing number include:

- over **33,000 page views** at bcshellfishfestival.com
- over **5000 contest entries**
- earned print media coverage reach **over 650,000**
- regular festival eblasts to **over 15,000 people**
- paid advertising reach of **over 1.15 million people with print, over 1 million with television** between the Lower Mainland and Vancouver Island

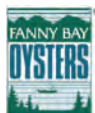


Sponsorship and Business Engagement

Brent Curtain

Marketing Manager
Comox Valley Economic Development
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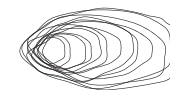
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bcshellfishfestival.com
@VIVisitorCentre #BCShellFest

CORPORATE FESTIVAL SPONSORSHIP PACKAGES

Maximize your sponsorship investment and sponsor the Festival! Corporate partners will receive extensive coverage through our media program. Over 75K will be spent on Festival marketing utilizing both traditional and new media throughout Vancouver Island and also the Lower Mainland. Included are: Full-page colour newsprint ads, newspaper inserts, digital media via Facebook and Google ads, television spots and promo, radio spots and promo, contesting, earned media and more.



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FESTIVAL
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	PEARL \$10000	CLAM \$5000	OYSTER \$2500	SCALLOP \$1000	PRAWN \$500
Company name/logo on all pre-event promotional material (TV, radio and print)	✓ 100% size	✓ 75% size	✓ 50% size	✓ 25% size	
Company exposure at bcshellfishfestival.com	✓	✓	✓	✓	✓
Company exposure on all social media channels	✓	✓	✓	✓	✓
Full-screen logo displayed on TV screens at the Vancouver Island Visitor Centre	✓	✓			
Advertising in Festival program and newsprint insert	✓ full-page	✓ half-page	✓ quarter-page	✓ business card size	
Festival ticket package to attend events (value in \$)	\$2000	\$1000	\$500		
Optional on-site banners and/or display at signature events	✓				
On-site display space at Comox by the Sea - June 20, 2015	✓ prime location	✓ prime location	✓		
Recognition in post-Festival thank-you ads and reports	✓	✓	✓	✓	✓
First Right of Refusal for 2016 BC Shellfish and Seafood Festival	✓	✓			
Option for two-year Festival commitment	\$8000 cash per year	\$4000 cash per year			

In-kind sponsor value determined in case-by-case scenario



SINGLE EVENT SPONSORSHIP OPPORTUNITIES

The BC Shellfish & Seafood Festival encompasses 10 days that delivers tantalizing seafood tastings, informative aquaculture producer tours, signature dinner events & cooking classes, competitions, interactive demonstrations and live music, complemented by key industry & sector development workshops and sessions.

FRIDAY, JUNE 12 / FRESH FESTIVAL AT THE MARINA The kick-off event for this summer's festival takes place at the scenic Comox Marina. Delicious salmon dishes and beer garden will be accompanied by a headlining concert. There's no better way to start the festival; high-energy and great food complete with Comox Harbour and Beaufort Mountain range framing the backdrop.

SATURDAY, JUNE 13 / FLYING LOBSTER EXTRAVAGANZA & OPENING RECEPTION What do you get when you fly in 250 fresh Atlantic Lobster, mix in aquaculture industry enthusiasts and guests, and hold a gourmet dinner in a stunning riverside garden? A Saturday evening to remember, and the perfect way to celebrate the aquaculture industry! This unique, one-of-a-kind dinner and reception brings the East and West Coast together on the beautiful grounds at the Old House Hotel & Spa.

SUNDAY, JUNE 14 - MONDAY, JUNE 15 / BC SEAFOOD EXPO & WORKSHOP SERIES Takes place at the Best Western - Westerly Hotel and Convention Centre. Leaders in the fields of aquaculture research and development, exporting, shipping, innovation & knowledge mobilization and certifications, will present professional development and industry sessions for aquaculture producers, suppliers and distribution chain providers, coupled by an Aquaculture Industry Tradeshow Expo. Concurrent seminars for the general public will feature Chefs, local shellfish and aquaculture educators and leaders to share cooking techniques, discuss environmental impacts on aquaculture, and more.

SATURDAY, JUNE 20 / COMOX BY THE SEA CELEBRATION A fun-filled, delicious and informative day for families and seafood lovers, Comox By the Sea showcases seafood producers from across BC at a stunning oceanside heritage park located in Comox Harbour. Enjoy shellfish and seafood tastings prepared by Chefs who live and breathe seafood, live music, beer garden, educational displays, live touch-tanks and demos. The event supports the BC Shellfish Growers Association bursary for North Island College's aquaculture program in its Centre for Applied Research Technology & Innovation division.

HARBOUR AIR SCENIC CHARTER TOURS Back by popular demand, Harbour Air partners with the festival once again to present a series of once in a lifetime float plane tours & charters. Take a stunning one-hour Comox Glacier Tour (the Island's largest glacier) or charter a private flight to one of the innovative Shellfish or Salmon Farms dotted throughout the ocean waters of the central or north Island region.

Other Festival events include: Oysters 101, Deep Bay Marine Field Station, BC Shellfish Growers Assn Chefs Gala Dinner, Comox Harbour Charters Deep Water Oyster Farm Tour, Manatee Holdings Hatchery Tours, Fanny Bay Oysters Plant Tours, Best Caesar Competition, Seafood Feast & Casino Royal, Winery Gala and Cooking Class Events

SINGLE EVENT SPONSORSHIP

Opportunities to sponsor the BC Shellfish and Seafood Festival are bountiful! Your company can sponsor one or more events in cash or a negotiable amount in-kind. All event sponsors receive:

- Company name/logo on all pre-event promotional material related to the specific event (TV, radio and print)
- Company exposure at bcshellfishfestival.com and all social media related to the event
- Logo exposure opportunities through events in Festival program and newspaper insert
- Full-screen logo displayed on TV screens at the Vancouver Island Visitor Centre
- Festival ticket package opportunities
- Banners displayed at sponsored event plus on-site display space at Comox by the Sea - June 20, 2015

HOW TO SPONSOR SINGLE EVENTS

Single event sponsors support at a level of \$2500 cash. We're also looking for negotiable in-kind support in the following areas:

- Food sponsors
- Beer sponsors (one per event)
- Wine sponsors (one per event)
- Tent sponsors
- Trades and event equipment sponsors
- Music or sound equipment sponsors

In-kind sponsor values determined in a case-by-case scenario

SPONSORSHIP AND BUSINESS ENGAGEMENT

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DISCOVER
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