



TORONTO
Soup Festival

2019 PARTNERSHIP MENU



BACKGROUND

Fall means comfort foods and what better way to feel the comfort of the fall in Toronto than through some of the most incredible, tasty soups at Toronto Soup Festival.

SOUPS ON

WHAT Foodies Unite for a 2-day Outdoor Festival
WHEN October 19th & 20th
WHERE Garrison Common at Historic Fort York
Downtown Toronto, ON

Sip and savor sample-sized soups while enjoying flavour profiles from around the world.

THE BROTH

40+ Soups to Savour
20+ Artisan and Craft Vendors
An estimated **5,000** to **5,500** Attendees
40,000 Square Feet of Event Grounds

PRE-PROMOTION

The festival will have a robust grassroots pre-promotion plan targeting the GTA and key markets within the province.

DIGITAL MEDIA

All partners will be featured on the festival website which receives traffic from interested foodies and ticket buyers

SOCIAL MEDIA

Brand exposure across Toronto Soup Festival's social media platforms

MAIL

Festival newsletter reaches already engaged food enthusiasts

TICKETING CAMPAIGNS

Logo Integration

KEY FESTIVAL INGREDIENTS

CHEF DEMONSTRATION STAGE

Watch Top-Chefs teaching tips and tricks for your Soup 101

FREE FARMER'S MARKET

Chance to shop and support locally grown goods

LIQUOR LICENCE

Find the best compliment to your soups with a locally crafted beer or some mulled wine

CAMPFIRE PITS

Our selection of soups will warm your hearts, while our campfire will warm your toes

ENTERTAINMENT

Listen to our soup soundtrack with a live showcase of talented musical artists all weekend long

KID'S ZONE

An array of games and activities to delight your little ones

PEOPLE'S CHOICE AWARD

Thousands will vote for their favourite soup at the fest



OUR
GUESTS
ARE
SOUPER
PEOPLE



Foodies at heart and Instagrammers by nature,
our guests appreciate high-quality products and excellent service.



60%



40%

URBAN DWELLERS
HEALTH AWARE
SOCIAL & BRAND CONSCIOUS
HIGHER DISPOSABLE INCOME
WELL-EDUCATED



PARTNERSHIP OPPORTUNITIES

Experience a unique brand opportunity through our customizable sponsorship packages simmered right, just for you.

TORONTO'S SOUP FESTIVAL CAN:

- Create high brand visibility on-site
- Connect with your target market
- Drive traffic to your own social channels
- Generate sales leads to your brick and mortar or distribution locations

CONSIDER SPONSORING ONE OF OUR AMAZING INGREDIENTS

- Chef Demonstration Stage
- Entertainment Stage
- Farmer's Market
- Kid's Zone
- Campfire Pits
- People's Choice Award

menu



PARTNERSHIPS

THE BIG CHOWDER
PRESENTING PARTNER

THE HEARTY CHICKEN NOODLE
PRIMARY PARTNER

THE SAVOURY TOMATO
OFFICIAL SUPPLIER

PRESENTING PARTNER

RIGHTS

- Designation as Presenting Sponsor with full promotional, branding and activation rights
- Logo integration within event logo
- Category Exclusivity (to be defined)

PRE-PROMOTION / ADVERTISING

- Masthead logo positioning in all event advertising / pre-promotion materials
- Masthead logo positioning within event press releases and dedicated brand mention within press releases
- Masthead logo positioning on event website
- Social Media through festival channels
- **National:** FoodNetwork.ca co-branded homepage rotator
- **Toronto:** Corus Lifestyle - Run of Network: Leaderboard and Big Box co-branded banners (534,500 impressions)
- **Toronto:** Corus Lifestyle - Run of Network: Leaderboard and Big Box brandsell banners (800,000 impressions)

ON-SITE ENGAGEMENT

- Soup Festival will work with YOUR BRAND to create exciting and unique event activations and engagements
- 40 x 40 Activation Zone
- Presenting Sponsor of Chef Demo Stage
- Presenting positioning on event on-site branding

TICKETS / HOSPITALITY

- Two-Hundred (200) Single Day Tickets
- Fifty (50) Weekend Passes
- Exhibitor Passes (as required)

INVESTMENT / TERMS

\$48,500

(PLUS APPLICABLE TAXES)
TWO YEAR TERM AVAILABLE WITH FIRST
RIGHT OF REFUSAL FOR 2021

PRIMARY PARTNER

RIGHTS

- Primary Sponsor. Limited to 6 partners
- Promotional rights to the event logo and name (includes contests and consumer promotions & social media)
- Category Exclusivity

MEDIA, PRE-PROMOTION & SOCIALS

- Logo will receive secondary positioning in all materials
- Dedicated on-site Social Media Manager (2 posts / channel min.)
- Soup Festival “social network” (2 mentions per channel)
- **Toronto:** Corus Lifestyle - Run of Network: Leaderboard and Big Box brandsell banners (800,000 impressions)

IDENTITY & ON-SITE BRANDING

- Integrated venue branding and product display
- Entitlement of one key event feature (everything's on the table)
- 20' x 20' Activation Zone
- Product Sampling / Seeding

TICKETS / HOSPITALITY

- One hundred (100) Single Day Tickets
- Twenty (20) Weekend Passes
- Exhibitor Passes (as required)

INVESTMENT

\$22,500

(PLUS APPLICABLE TAXES)

OFFICIAL SUPPLIER

RIGHTS

- Promotional rights to the event logo and name (includes contests and consumer promotions & social media contesting)
- Category Exclusivity

MEDIA, PRE-PROMOTION & SOCIALS

- Logo will receive secondary positioning in selected materials

IDENTITY & ON-SITE BRANDING

- Limited Integrated venue branding and product display
- 10' x 10' Activation Zone
- Product Sampling / Seeding

TICKETS / HOSPITALITY

- Ten (10) Weekend Passes

INVESTMENT

\$5,000

(PLUS APPLICABLE TAXES)
(CASH + CONTRA)

CONTACT

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THANK YOU!