



Wine & Food Sponsorship Proposal



Presenting Sponsor of the 2024 London Wine & Food Show

\$12,500 plus HST

- ✓ 50 Complimentary Tickets
- ✓ To include name and/or logo on all signage including but not limited to the show entrance signage created by WFD
- ✓ Provide opportunity to proof any material using the company logo for approval.
- ✓ Include name and/or logo on the backdrop used at the WFA photo booth. To include name and/or logo in all correspondence for the Wine & Food show (i.e. show posters, daily schedules, social media, print, radio, outdoor advertisements)
- ✓ Provide opportunity to proof any material using the company logo for approval.
- ✓ To include name and/or logo in all correspondence for the Wine & Food show (i.e. show posters, daily schedules, social media, print, radio, outdoor advertisements)
- ✓ Provide opportunity to proof any material using the company logo for approval.
- ✓ Name and/or logo with link
- ✓ To include name and/or logo in all correspondence for the Wine & Food show (i.e. show posters, daily schedules, social media, print, radio, outdoor advertisements)

Also Included

- ✓ Provide opportunity to proof any material using the company logo for approval.
- ✓ To provide one 10'x10' booth in a mutually agreed upon location
- ✓ To include name and/or logo in the pre-show marketing campaign; Include logo and link throughout Map
- ✓ Provide opportunity to proof any material using the company logo for approval.
- ✓ Opportunity to distribute promotional handouts and/or promotional prizes provided by company
- ✓ Provide opportunity to proof any material using the company logo for approval.





General Sponsorship

\$4000 plus HST

- ✓ Twenty (20) Complimentary tickets to the Wine & Food Show (6 for Friday, 10 for Saturday afternoon, 4 for Saturday night)
- ✓ Name and/or Logo on sponsor signage at the show entrance
- ✓ Six (6) Social media posts (one each day of the show, 2 the week leading up to the show, 1 post-show)
- ✓ Name and/or Logo on the Wine & Food Show Daily Handouts" name and/or logo with link
- ✓ One 30' x 10' booth space (includes 10 staff passes for the event. Additional staff passes are available for \$10)
- ✓ Name and/or Logo on TV display screens

Lounge Sponsor

\$2500 plus HST

- ✓ To provide ten (10) general admission tickets to the 2024 London Wine & Food Show
- ✓ To include name and/or logo on banner signage (8' x 3') to be hung above the lounge
- ✓ To include name and/or logo on sponsor "Thank You" signage located at the show entrance
- ✓ To include name and/or logo in a minimum of two (2) social media posts
- ✓ To include name and/or logo on daily schedules
- ✓ Name and/or logo with link
- ✓ To provide one (1) 10' x 10' exhibit space for promotional materials within the lounge



Also Included

- To include name and/or logo in the general marketing campaign where the lounge is mentioned
- To provide the opportunity to have up to three (3) Tasting Room presentations during the show, with signage in room
- To provide six (6) exhibitor badges





Sparkling Lounge Sponsor

\$8500 plus HST

- ✓ Provide twenty (20) general admission tickets broken down as following: (10) general admission tickets for Friday night (January 12, 2024) and (10) general admission tickets for Saturday night (January 13, 2024)
- ✓ 10' x 10' exhibitor booth space in mutually agreed upon location with carpeting, one (1) vinyl and skirted table and two (2) chairs
- ✓ Provide exclusive access to the "Sparkling Lounge" for VIP sessions on Friday, January 12 from 7:00pm to 10:00pm and Saturday, January 13 between 1:00-3:00 p.m.
- ✓ To provide invitations for seventy five (75) guests for each VIP session, (150 total); Each invitation includes: one (1) admission to London Wine and Food show; Complimentary hours' doevvres served within the Sparkling Lounge; Five (5) sample coupons - to be received at the Sparkling Lounge
- ✓ Provide VIP entrance to all attendees with VIP session invitation
- ✓ Opportunity for your company to display products and/or marketing materials within the Sparkling Lounge during sessions



Also Included

- ✓ Name and/or logo on 3' x 8' coroplast signage at the "Sparkling Lounge"
- ✓ Include name and/or logo on sponsor "Thank You" signage at the show entrance
- ✓ Included in two (2) social media posts through WFA social media accounts
- ✓ Name and/or logo on all promotional material where the "Sparkling Lounge" is mentioned as of date of signing
- ✓ 10' x 10' exhibitor booth space in mutually agreed upon location with carpeting, one (1) vinyl and skirted table and two (2) chairs
- ✓ Logo with link in Map

Unnamed Lounge Sponsor

\$7000 plus HST

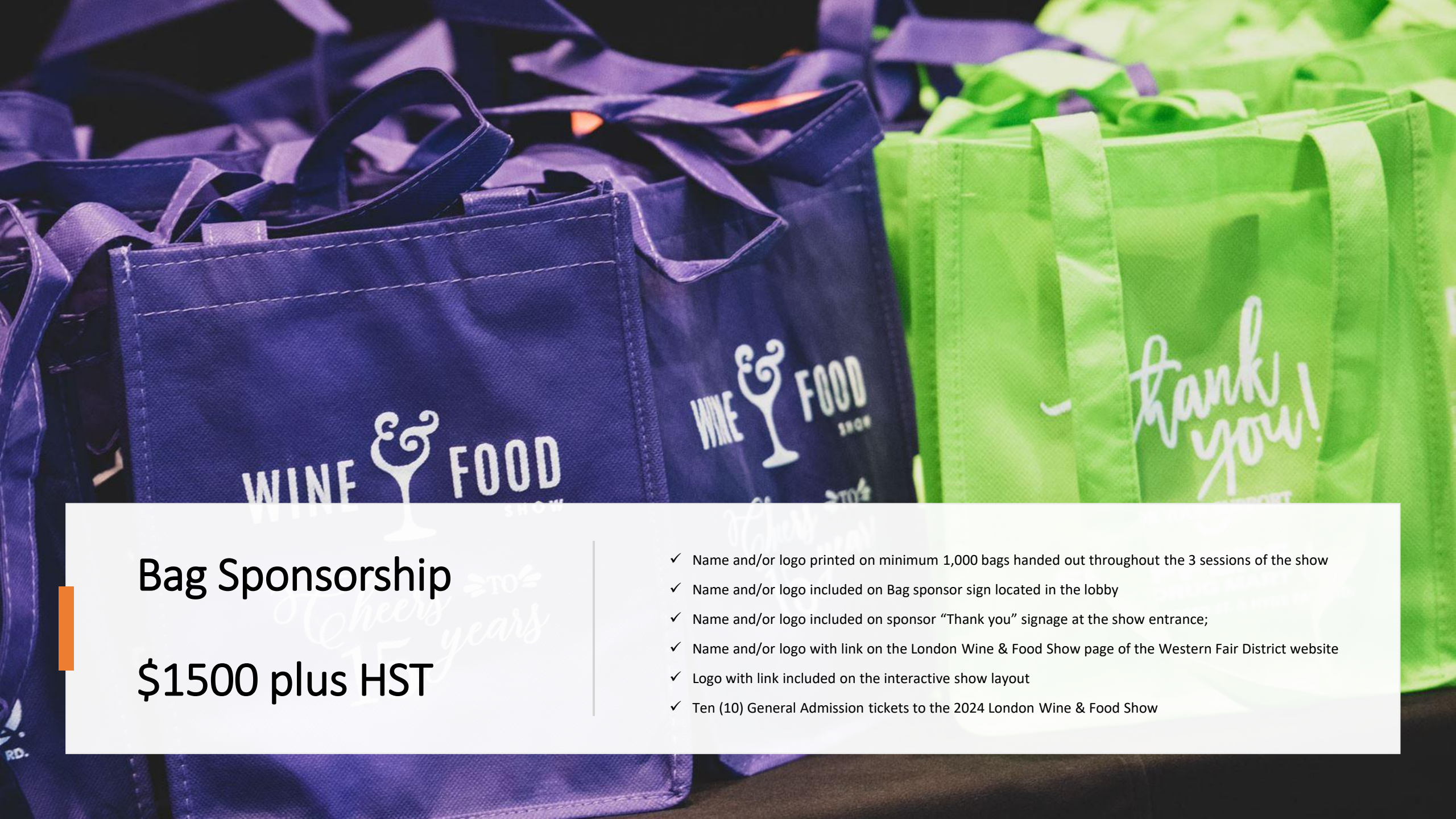
- ✓ 10 Complimentary Tickets
- ✓ Name and or Logo on the WFD Entry Signage
- ✓ Name and or Logo on 8' x 3' banner signage over the Everything Within Reach Lounge
- ✓ Inclusion in part of the Wine & Food Show social media
- ✓ Name and or Logo on the Wine & Food Show Guide
- ✓ Name and/or logo with link
- ✓ Name and or Logo on the Wine & Food Show posters





Also Included

- ✓ Option for a 10'x10' booth adjacent to the Wine & Food Lounge or smaller static display
- ✓ Name and or Logo on in the general marketing campaign where (unnamed) Lounge is mentioned
- ✓ Option to put Company promotional material in the Lounge



Bag Sponsorship

\$1500 plus HST

- ✓ Name and/or logo printed on minimum 1,000 bags handed out throughout the 3 sessions of the show
- ✓ Name and/or logo included on Bag sponsor sign located in the lobby
- ✓ Name and/or logo included on sponsor “Thank you” signage at the show entrance;
- ✓ Name and/or logo with link on the London Wine & Food Show page of the Western Fair District website
- ✓ Logo with link included on the interactive show layout
- ✓ Ten (10) General Admission tickets to the 2024 London Wine & Food Show



Presenting Sponsor of the Culinary Stage

\$4500 plus HST

- ✓ To provide five (5) general admission tickets to all three (3) sessions of the London Wine & Food Show (Friday, Saturday Afternoon, and Saturday Evening)
- ✓ To provide single day admissions for volunteers and performers on the stage.
- ✓ Volunteer list to be provided to WFA staff by January 5, 2024
- ✓ To include name and/or logo on schedule signage at the location of the stage
- ✓ To include name and/or logo on sponsor "Thank You" signage located at the entrance of the show
- ✓ To include name and/or logo in the social media campaign where your company is mentioned
- ✓ To include name and/or logo on the daily show schedules



Also Included

- Name and/or logo with link
- To include name and/or logo on the schedule of events listed on the London Wine and Food Show webpage
- To provide a stage, seating, and prep area of a mutually agreed upon size and location, including one (1) fridge and one (1) sink
- To include name and/or logo in show marketing where the Culinary stage is mentioned
- To provide the opportunity for your company to decorate and provide signage within the allotted space
- To provide fifteen (15) exhibitor badges for staff working the event

Presenting Sponsor of the Tasting Room

\$4000 plus HST

- ✓ To provide twenty (20) general admission tickets to the 2024 London Wine & Food Show
- ✓ To include name and/or logo on banner signage (8' x 3') at the entrance to the Tasting Room
- ✓ To include name and/or logo on sponsor "Thank you" signage located at the entrance
- ✓ To include name and/or logo in two (2) social media posts where the Tasting Room is mentioned
- ✓ To include name and/or logo included on the schedule of events for the Tasting Room





Also Included


- Name and/or logo with link
- To provide one (1) 15' x 10' exhibit space located near the entrance to the Tasting Room
- To include name and/or logo in the general marketing campaign where the Tasting Room is mentioned in a minimum of four (4) various medias
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- To provide verbal recognition before or during any related session taking place in the Tasting Room
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- To provide opportunity to provide the “head table” to be used for each session



Vehicle Sponsor

\$3500 plus HST

- ✓ To provide ten (10) complimentary general admissions to the 2024 London Wine & Food Show
- ✓ To include name and/or logo on sponsor “Thank you” signage located at the Show entrance
- ✓ Name and/or logo with link
- ✓ To provide one (1) 10’ x 10’ exhibitor booth and up to four (4) vehicles as marked on the layout
- ✓ To provide one (1) skirted 8’ table and two (2) chairs



VIP Lounge Session
Saturday January 12, 7pm –
10:30pm

\$6000 plus HST

- ✓ To provide invitations for one hundred and fifty (150) guests. Each invitation to include one (1) admission to the London Wine & Food Show on Saturday, January 13, 2023 with VIP lanyard upon entry.
- ✓ To include name and/or logo on coroplast signage (22" x 28") at the entrance to the VIP Lounge
- ✓ To include name and/or logo on sponsor "thank you" signage at the show entrance
- ✓ To include name and/or logo in one (1) social media posts through WFA accounts on Saturday, January 13.
- ✓ Name and/or logo with link
- ✓ Include logo with link on the Map
- ✓ To provide exclusive access to the VIP Lounge on Saturday, January 13, 2023 between 7:00 pm – 10:30 pm



Also Included

- ✓ To provide the opportunity for your company to display product and/or marketing materials within the VIP Lounge during the designated session
- ✓ To provide twelve (12) sample coupons per invitee for use within the VIP Lounge upon entry
- ✓ To provide hor'd'oeuvres within the VIP Lounge
- ✓ To provide a VIP Entrance to attendees with VIP session invitation
- ✓ To provide the opportunity to pre-order additional sample coupons and invoice based on usage post event at a rate of \$1 including HST per coupon.



Saturday Night Session Sponsorship January 13, 2024

\$4000 plus HST

- ✓ To provide twenty (20) complimentary tickets to the 2024 London Wine & Food Show.
- ✓ To include name and/or logo on one (1) banner signage (8' x 3') at the Show entrance
- ✓ To include name and/or logo in two (2) social media posts with regards to the Wine & Food Show
- ✓ Name and/or logo with link
- ✓ To provide up one (1) 20' x 10' exhibit space in a mutually agreed upon location
- ✓ To include name and/or logo on the TV display screens located in the Lobby