



Sponsorship proposal

The first annual **Feast of Flavour** experience is being organized and executed by CAHN-Pro, the Canadian Association of Holistic Nutrition Professionals, to inspire attendees to enjoy their love of food with food that loves them back.

CAHN-Pro is Canada's holistic nutrition *board certification* association dedicated to demonstrating high quality standards and leadership across our profession. As a non-profit organization, CAHN-Pro works to educate the public about healthy eating and lifestyle habits, prevention and natural approaches to health, while expanding the recognition of our profession. All proceeds from Feast of Flavour will help fund research projects and education programs conducted by CAHN-Pro.

What is Holistic Food? It is the food that hails from the past that research has now discovered has a purpose. It is understanding that the unique flavours found in our favourite foods like garlic, olive oil, blueberries, cinnamon or vanilla are the parts that heal and provide us with valuable phytonutrients. It is the realization that how we grow the food and prepare the food are the key to maximizing both the power of the phytonutrients and the flavours they represent. In other words, flavour heals.

Event Dates

- October 2011

Event Markets & Locations:

- Toronto: Atlantis Pavilion Ontario Place, <http://www.atlantispavillion.com> Oct 23
- Ottawa: Location: Nation Arts Centre: www.nac-cna.ca
- Vancouver: Croatian Cultural Centre www.croatiancentre.com Oct 22

Event Description

- A multi-city experiential food event that invites consumers to celebrate the therapeutic and healing properties based on the flavours, techniques and dishes from the past that research can now confirm have benefits.
- Each city will have a celebrity keynote chef to open the event to introduce the concept of the event and talk about their love of traditional foods and food techniques.
- Local chefs and/or junior chefs, holistic nutritionists and selected food companies will work together to create special recipes to highlight the traditional information and research and provide samples to the attendees to demonstrate that the flavours, textures and aromas we love are also what make our food beneficial.
- To introduce our services to the public, CAHN-Pro board certified holistic nutritionists will be participating in the Feast of Flavour events and be available to speak with attendees about how to incorporate these delicious foods easily into their daily life to get these health protective benefits.
- Food demonstrations and information sessions will be conducted through the duration of the event with interactive participation from the attendees.

Event Objectives

- To introduce the idea that “flavour heals” to a food-loving, health conscious audience
- To generate media and consumer interest in whole foods and organic or wild food products and raise consumer awareness that healthy organic/wild food is delicious
- To raise consumer awareness about the high level of knowledge and professionalism of board certified holistic nutritionists and inform the public of nutritional services, with a primary focus on sharing a love for sumptuous foods

Target Audiences

- Foodies, at-home chefs, concerned parents, food-loving consumers, and those interested in healthy living
- Government officials – to raise the profile of the Holistic Nutrition profession
- Insurance companies – to gain credibility and encourage extension of coverage and benefits to Holistic Nutritionists

Estimated Attendance

- 2,000 (Toronto, Ottawa, Vancouver)

Celebrity Chefs

- **Toronto:** Mark McEwan, Canada’s Top Chef
- **Ottawa:** Lynn Crawford, Pitchin In, Restaurant Makeovers
- **Vancouver:** Corbin Tomaszewski, Dinner Party Wars, Restaurant Makeover

Target Media

- Shaw Media's Twitter and Facebook (confirmed by Shaw)
- Canadian Organic Growers will promote it across Canada as part of "Organic Week"
- Social media will be used to advertise the Feast of Flavour events as well as to share information on the scientific research and foods that will be served at the events
- Consumer magazines (women's / family, food, health / fitness)
- Food, nutrition and health writers from community and daily newspapers, Canadian Press, online editors, internet bloggers
- Recipe booklet for each city on the day of event plus compilation national cookbook will be created for all attendees and also for sale through website
- Social columnists
- Event listings / community calendars
- Television (breakfast / talk shows)
- Radio (morning and afternoon drive time)
- Consumer social media: Facebook, Twitter, YouTube, LinkedIn

Measured Media

National event sponsors will be visible in all print advertising and city sponsors will be visible in all print materials related to the specific city they are sponsoring.

- **Print** – September ads in health and wellness magazines – Alive, Vitality, Viva
 - Key market community newspaper ads
 - Calendar Listing to community newspapers, online event listing services and daily newspapers for their Events section
- **Radio** – Free tickets to give away on air, Toronto, Ottawa, Vancouver

Consumer Dialogue Campaign / CAHN-Pro website / Facebook / Twitter

Sponsors to be visible on all website and social media communication – national sponsors on all website pages and social media pages and city sponsors on the webpages and social media pages related to the city they are sponsoring.

- Engage Canadians to share family traditions for using whole foods for healing purposes and health benefits and use the results of the survey to launch the Consumer Dialogue Campaign on CAHN-Pro's website and on a specially created Facebook Fanpage.

Other Advertising Campaigns

YouTube: Create a buzz and generate coverage for the event to drive consumer awareness and attendance where a **Celebrity Chef** or holistic nutritionist offers a sneak preview of what will be prepared / featured at the Event (may include segments of Media Interviews). Post video link on CAHN-Pro website, Event Facebook page and Twitter. Encourage CAHN-Pro members to 'share' video and link on their Facebook profiles and Twitter.

Media Interviews: Generate pre-coverage of the Event to drive consumer interest / attendance by booking interviews for **holistic nutritionists** on television (breakfast and talk shows), radio and to food / nutrition columnists at newspapers and online news sites.

Food Blogger / Nutritionist Blogger Campaign: Extend coverage of the Event to key influencers / food bloggers on the internet to drive interest / attendance and secure participation of key bloggers in the events. Offer free tickets to the events for bloggers to both attend the events and to use as giveaways to their readers.

Poster Distribution:- Produce an 11 x 17 poster to post at high traffic areas of Event cities on city advertising poles, community centres, neighbourhood businesses, health food stores, grocery and whole food service establishments. Each city poster will include the national sponsors along with the local city sponsors.

E-vite + Facebook event invitations: Create and distribute e-vites (embedded into an email) for distribution to CAHN-Pro email distribution list, sponsors, government officials, insurance industry contacts, CAHN-Pro members, various consumer food and health groups. Event invitations would also be created on each event Facebook page. Encourage CAHN-Pro members to e-vite their clients and create an event listing on their own Facebook pages.

Event media advisory and news release: Distribute a media advisory for the events to TV and print media and generate print and broadcast coverage during the events and after by distributing multiple news releases as new information, guests and activities are added to each city's event.

Key Support and Influencers

Ray Barnes, BMO Bank Manager

Rose O'Leary executive director, CSNN (Canadian School of Natural Nutrition)

Gary Hoyer, Culinary Director George Brown College

Julie Daniluk, co-owner The Big Carrot, Host of Healthy Gourmet

Lisa Tsakos, Nu-Vitality

FEAST OF FLAVOUR: CANADA'S HOLISTIC FOOD EXPERIENCE

Sponsorship Levels

National Sponsorship \$25,000

- Booth (optional) at all Feast of Flavour events –Toronto, Vancouver, Ottawa (more cities are pending)
- Sponsorship exposure in all event-related print including magazine and local newspaper advertising
- Where possible, sponsorship mention on radio or other media
- Sponsorship exposure on all event print materials such as posters and invitation cards
- Exposure on all “day of” materials and posters
- Sponsorship exposure on the CAHN-Pro Feast of Flavour website pages with link to your website including all cities’ pages and all other pages in the Feast of Flavour section.
- Sponsorship exposure on the CAHN-Pro newsletters (professional version to 3,000 to holistic nutritionists across Canada and consumer edition to 10,000 consumers through our corporate clients)
- Mention of sponsorship in all You-Tube videos / visibility of logos at the beginning and company credit at the end with web address
- Logos as major sponsor in recipe booklets for each city plus web listing, address, phone number in exhibitor/product list
- Logos in the national cookbook plus web listing, address and phone number in exhibitor/product list
- Full one page ad on either the back page, inside front cover, inside first page or inside back page ad in “day of” recipe booklet in every event market.
- Website ads and an opportunity to provide information for articles and recipes on the website and newsletters.
- Opportunity to participate in a demo at the city events and/or have a demo challenge with company name attached to it (all cities)

Diamond City Sponsor \$10,000

- Booth (optional) at Feast of Flavour events at the chosen city – and ½ price option for other cities
- Sponsorship exposure on all print materials such as posters and invitation cards for the chosen city
- Exposure on all “day of” materials and posters for the chosen city
- Logo / sponsorship exposure on the CAHN-Pro Feast of Flavour website - all website pages for the chosen city with link to your website
- Mention of sponsorship in one You-Tube videos / visibility of logos at the beginning and company credit at the end related to the chosen city
- Sponsorship exposure on the CAHN-Pro newsletters (professional version to 3,000 to holistic nutritionists across Canada and consumer edition to 10,000 consumers through our corporate clients when the chosen city menu and event is featured
- Logo as sponsor in the chosen city recipe booklet plus web listing, address phone number in exhibit/product
- In the national cookbook web listing, address phone number in exhibit/product
- Website ads in chosen city section and an opportunity to provide information for articles and recipes on the website and in newsletters.
- Full page ad inside “day of” recipe booklet for the chosen city event on either inside front, inside back cover, first page or back cover and full page ads in the other cities whether participating in those cities or not
- Opportunity to participate in a demo event and/or have a demo challenge with company name for the chosen city

Emerald City Sponsor \$6,000

- Booth (optional) at Feast of Flavour events at the chosen city – and 25% discount price option for other cities
- Sponsorship exposure on all print material such as posters and invitation cards for the chosen city
- Exposure on all “day of” materials and posters for the chosen city
- Sponsorship exposure on the CAHN-Pro Feast of Flavour website – all website pages for the chosen city with link to your website
- Logo as sponsor in the chosen city recipe booklet plus web listing, address phone number in exhibit/product
- Logo as sponsor in the national cookbook plus web listing, address phone number in exhibit/product
- Logo on chosen city main page and two sub pages
- Website ads in chosen city section and an opportunity to provide information for articles and recipes on the website and in newsletters
- Full page ad inside “day of” recipe booklet for the chosen city event and ½ page ads in other cities

Ruby Sponsorship \$3,000

- Booth (optional) at chosen city event
- Sponsorship exposure on all print material such as posters and invitation cards
- Exposure on all "day of" materials and posters
- Sponsorship exposure on the CAHN-Pro newsletters (professional version to 3,000 to holistic nutritionists across Canada and consumer edition to 10,000 consumers through our corporate clients
- Sponsorship exposure on the CAHN-Pro Feast of Flavour website pages with link to your website
- Logo on chosen city main webpage
- Logo as sponsor in recipe books plus web listing, address phone number in exhibit/product
- Web listing, address phone number in exhibit/product in national cookbook
- ½ page ad inside "day of" recipe book in chosen city and ¼ ad page in every other event market

Contact Information:

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