

FORT MCMURRAY

FOOD FESTIVAL 2019



2019 PARTNERSHIP PACKAGE



JULY 19-28

10 EVENTS IN 8 DAYS

MUSIC CONCERTS

ART & CULTURE

FAMILY FRIENDLY

& 18+ ACTIVITIES

IN SUPPORT OF



WAYPOINTS

Helping women, children and men affected by domestic-family violence, sexual assault, abuse and homelessness





About the Festival

The third annual Fort McMurray Food Festival will take place July 19-28, 2019, and will incorporate a group of new events and some familiar events from previous festivals in Wood Buffalo history.

The aim of the Festival is to incorporate the best of what Wood Buffalo has to offer for foodies, entertainment lovers and those seeking a great summer festival experience.

Why have the Fort McMurray Food Festival again in 2019?

1. We want to again hold a vibrant summer festival and showcase the bold community spirit found here in Wood Buffalo, and give our residents a great opportunity to have fun with their friends and neighbours.
2. Support the restaurant and entertainment industry and showcase the diversity, talent and provide exposure to increase economic development within the food industry in our region.
3. The Fort McMurray Food Festival Committee is proud to provide support to a deserving local organization providing much-needed services to Fort McMurray. For our third year, we have chosen to support Waypoints and are working closely with their team to execute these events.

We encourage all restaurants, bars, lounges, caterers and supporting businesses and organizations to get involved in this festivals. There are many ways to support the fun and here are just a few:

1. Sponsor the Festival either through cash or gift-in-kind support.
2. Become a vendor or event partner and showcase your business to the community.
3. Encourage employees, neighbours, friends and family to purchase tickets and enjoy the festival events or attend a free event!
4. Corporate ticket purchases can support your employees and their quality of life in Fort McMurray.
5. Volunteer your time and talents to help ensure a great event for all to enjoy!

However you get involved, we just hope that you do and together we'll create a wonderful community experience for the residents and visitors of Fort McMurray and surrounding areas!

Supporting Waypoints



Waypoints has been helping women, children and men affected by domestic-family and sexual violence since 1982. Their staff and volunteers assist in rebuilding lives by implementing crisis intervention and a range of support services, while acknowledging the multitude of issues facing survivors of abuse. In 1987, when Waypoints, then known as Fort McMurray Family Crisis Society, first opened its doors to Unity House women's and children's emergency shelter the complex had a capacity of nine beds. Today, over 30 years later, the new Unity House has 45 individual bedrooms and our region's first Sexual Assault Centre which continues to create a safe place to choose your direction.



A message from the Festival Committee



This is our third year crafting the Fort McMurray Food Festival for our community. We say ‘crafting’ as we are all driven by our passion to showcase the best Fort McMurray and the surrounding area have to offer.

Starting in 2017 with 5-events over 3-days, the festival organically grew in 2018 to 7-events in 5-days including a community BBQ in Anzac, involving even more of the region than before. This year we are expanding to 9-days and are looking to do 12-events including *YMM Eats* which will run the entire 9-days showcasing a 3-course tasting menu at participating establishments. We are always growing and adjusting the festival events so that each year the festival is tailored to highlighting the amazing talent in the culinary, arts and entertainment scene we have here in Fort McMurray. Supporting and promoting the community as a great place to live is why the committee also chooses an essential service non-profit to support with the proceeds of the festival. This is the third year we have chosen to support Waypoints, they are a local organization helping women, children and men affected by domestic-family violence, sexual assault, abuse and homelessness. Having the services Waypoints provides in the community makes for a better quality of life for all residents.

Our committee is made up of volunteers, donating their time, expertise and talents to craft a festival that makes our community proud to live in Fort McMurray, and we want to invite you to join us in making that happen! We can only take the festival so-far on our own. We need partners like you, your company and your team to help us make the festival happen each year. In return, not only will you feel the sense of accomplishment of seeing the festival happen (because of you), you’ll also be seen as supporting the community and the essential service Waypoints provides.

By becoming a Partner or a Participant you get recognition at the festival in a variety of ways, be able to attend selected events and be apart of the “magic” that is crafting one of the biggest events of the summer season in the region.

Krista Balsom & Clarence Buchanan

2019 Fort McMurray Food Festival Committee Co-Chairs



Schedule of Events

The Food Festival Committee has put together a robust line-up of awesome food and entertainment related events for our community to enjoy on our long, hot days this summer! Tickets will be on in Spring 2019 for all events.

NEW TO 2019	JULY 19-JULY 28 For the full nine days of Food Festival.	YMM Eats 3-Course Tasting Menu At participating establishments around the city. Menu will have a featured price with a percentage of proceeds going to Waypoints.
		50/50 Sales Sold at all events with proceeds going to Waypoints
		YMM Gin - Community Collective Series #2 Sales in Support of Waypoints
	FRIDAY, JULY 19, 2019	Best Pub Food Club Travel on Diversified Transportation coach buses sampling the local pub food and entertainment as each establishment competes for the title.
	SATURDAY, JULY 20, 2019	Anzac Beach Party Spend Saturday afternoon enjoying live music BBQ and water activities at one of Wood Buffalo's hidden gems, the beach in Anzac.
NEW TO 2019		Midnight Madness (TBD) In collaboration with a local theatre group this evening of arts entertainment and food will delight all the senses at the Keyano Recital Theatre.
NEW TO 2019	MONDAY, JULY 22, 2019	Golf Event at Fort McMurray Golf Club (TBD) Golf, food and the summer sun on a Monday afternoon.
NEW TO 2019	TUESDAY, JULY 23, 2019	YMM Laughs - Bailey's Comedy Showcase (TBD) A night of the comedy and great pub food in support of Waypoints.
	WEDNESDAY, JULY 24, 2019	Urban Market (TBD) Fort McMurray's very own Urban Market takes on a Food Festival flavour and showcases local produce and artisans from the region and extended communities.
NEW TO 2019	THURSDAY, JULY 25, 2019	Tourism/YMM Annual Summer BBQ Step out to the office, get out of the house and join Fort McMurray Tourism and YMM Magazine for their Annual Summer BBQ. This free event celebrates community and family in Wood Buffalo.
		Name that Tune with Open Mic Night at Tavern on Main (TBD) Join the Tavern on Main as they host a night of entertainment and Tavern specials in support of Waypoints.



	<p>FRIDAY, JULY 26, 2019</p>	<p>Largest Ever Patio Party For those that like to party... The Patio Party has been the signature event of Food Festival showcasing cultural music and authentic food from local residents who call Wood Buffalo home.</p>
	<p>SATURDAY, JULY 27, 2019</p>	<p>Taste of Fort McMurray Restaurants, pubs and local cultural groups from all over the Wood Buffalo region participate in an afternoon of showing everyone the wide range of dining options in the region.</p> <p>Boots 'n' Brews No festival is complete without a great concert to wrap up the festivities. With a focus on the local spirits produced right here in Wood Buffalo and food that keeps the party going, this event is fast becoming a favourite among the festival goers.</p>

*Please note that this schedule is subject to change and may include other events as details are confirmed.



Partnership Opportunities



2019 Fort McMurray Food Festival Title Sponsor \$50,000 (1 opportunity)

Sponsorship benefits:

- Title sponsor naming rights
- All mentions of the festival as “The (*company*) Fort McMurray Food Festival” or “The (*company*) YMM Food Festival” as appropriate.
- First right of refusal for Title Sponsor 2020
- Opportunity for company representative to speak at all events where appropriate
- Company name mentioned in all radio advertisements
- Company logo on all posters and marketing materials as appropriate
- Large logo on stage banner at all events
- Opportunity to have an information booth at Taste of Fort McMurray and other events as appropriate
- 8 Tickets for the Best Pub Food Club,
16 tickets for Fort McMurray’s Largest Ever Outdoor Patio Party,
8 tickets to Taste of Fort McMurray,
20 tickets to Boots ‘N’ Brews
- First-opportunity to purchase event tickets beyond sponsorship
- Company logo published in all printed advertisements from time of signing of sponsorship agreement



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Arts and Entertainment Sponsor \$15,000 (1 opportunity)

Sponsorship benefits:

- Official arts and entertainment sponsor of the Festival
- Opportunity for company representative to speak at all events as requested
- Company logo on all posters and marketing material as appropriate
- Signage/banner opportunity at events
- Opportunity to have an information booth at Taste of Fort McMurray
- 4 Tickets to Best Pub Food Club,
6 Tickets to Taste of Fort McMurray,
6 tickets to Fort McMurray's Largest Ever Outdoor Patio Party,
6 tickets to Boots 'N' Brews
- Tickets for other events announced as appropriate
- First opportunity to purchase event tickets beyond sponsorship
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



Partnership Opportunities



Taste of Fort McMurray

Presenting Sponsor

\$10,000 (1 opportunity)

Sponsorship benefits:

- Presenting sponsor of event
- Opportunity for company representative to speak at event
- Company name mentioned in all radio advertisements for this event
- Company logo on all posters and marketing material as appropriate
- Signage/banner opportunity at events
- Opportunity to have an information booth at Taste of Fort McMurray
- 8 Tickets to Taste of Fort McMurray
- 2 Tickets to Best Pub Food Club, 4 tickets to Fort McMurray's Largest Ever Outdoor Patio Party, 4 tickets to Boots 'N' Brews
- Tickets for other events announced as appropriate
- First opportunity to purchase event tickets beyond sponsorship
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



BOOTS 'N' BREWS

Boots 'N' Brews

Presenting Sponsor

\$10,000 (1 opportunity)

Sponsorship benefits:

- Presenting sponsor of event
- Opportunity for company representative to speak at event
- Company name mentioned in all radio advertisements for this event
- Company logo on all posters and marketing material as appropriate
- Signage/banner opportunity at events
- Opportunity to have an information booth at Taste of Fort McMurray
- 8 Tickets to Boots'N'Brews
- 2 Tickets to Best Pub Food Club, 4 tickets to Fort McMurray's Largest Ever Outdoor Patio Party, 4 tickets to Taste of Fort McMurray
- Tickets for other events announced as appropriate
- First opportunity to purchase event tickets beyond sponsorship
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



Fort McMurray's Largest Outdoor Patio Party Presenting Sponsor

\$10,000 (1 opportunity)

Sponsorship benefits:

- Presenting sponsor of event
- Opportunity for company representative to speak at event
- Company name mentioned in all radio advertisements for this event
- Company logo on all posters and marketing materials as appropriate
- Signage/banner opportunity at events
- Opportunity to have an information booth at Taste of Fort McMurray
- 8 Tickets to Fort McMurray's Largest Ever Outdoor Patio Party
- 2 Tickets to Best Pub Food Club, 4 tickets to Boots'N'Brews, 4 tickets to Taste of Fort McMurray
- Tickets for other events announced as appropriate
- First opportunity to purchase event tickets beyond sponsorship
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



Best Pub Food Club Presenting Sponsor

\$3,500 (1 opportunity)

Sponsorship benefits:

- Presenting sponsor of event
- Opportunity for company representative to speak at event
- Company name mentioned in all radio advertisements for this event
- Company logo on all posters and marketing materials as appropriate
- Quarter-page ad in the 2018 YMM Food and Entertainment Guide
- Signage/banner opportunity at events
- Opportunity to have an information booth at Taste of Fort McMurray
- 4 tickets to Best Pub Food Club
- 4 tickets to Fort McMurray's Largest Ever Outdoor Patio Party, 4 tickets Taste of Fort McMurray 4 tickets Boots 'N' Brews
- First opportunity to purchase event tickets beyond sponsorship
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



Partnership Opportunities

Volunteer Partner

\$5,000 (1 opportunity)

Sponsorship benefits:

- Company logo on all volunteer t-shirts
- Company logo on signage/banner at volunteer hospitality tables/tents/centres as necessary
- Corporate volunteer opportunity for the right to first-pick of volunteer positions on schedule
- Hosting rights to food festival committee meetings.
- Company logo on all posters and marketing as appropriate
- Opportunity to have an information booth at Taste of Fort McMurray and other events as appropriate
- 4 tickets to Fort McMurray's Largest Ever Outdoor Patio Party,
4 tickets to Taste of Fort McMurray,
4 tickets to Boots 'N' Brews
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



Event Champion

\$5,000

(Cash or Gift-in-Kind value)

Sponsorship benefits:

- Signage/banner opportunity at events
- Company logo on all posters and marketing as appropriate
- Opportunity to have an information booth at Taste of Fort McMurray and other events as appropriate
- 6 tickets to Fort McMurray’s Largest Ever Outdoor Patio Party, 6 tickets to Taste of Fort McMurray, 6 tickets to Boots ‘N’ Brews
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement

Event Partner

\$2,500

(Cash or Gift-in-Kind value)

Sponsorship benefits:

- Signage/banner opportunity at events
- Company logo on all posters and marketing as appropriate
- Opportunity to have an information booth at Taste of Fort McMurray and other events as appropriate
- 4 tickets to Fort McMurray’s Largest Ever Outdoor Patio Party, 4 tickets to Taste of Fort McMurray, 4 tickets to Boots ‘N’ Brews
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement

Event Supporter

\$1,000

(Cash or Gift-in-Kind value)

Sponsorship benefits:

- Opportunity to have an information booth at Taste of Fort McMurray and other events as appropriate
- 2 tickets to Fort McMurray’s Largest Ever Outdoor Patio Party, 2 tickets to Taste of Fort McMurray, 2 tickets to Boots ‘N’ Brews
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement

Media Partners

Media partnerships to be arranged upon discussion with Food Festival Committee and benefits negotiated accordingly.

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Participation Opportunities



The Food Festival's main goal is to promote awareness and support the local food establishments in Fort McMurray. Therefore we have created participation opportunities that allow establishments to take part in a way that fits their business and supports showcasing their food and commitment to the Festival, the Community, and Waypoints.



IN SUPPORT OF



WAYPOINTS

YMM Eats Participants

Opportunity

- Each participant will be creating a 3-Course Tasting Menu.
 - Food and labour costs will be covered in the price charged to customers
 - Working with the festival committee, each participant will set a price point that will have all proceeds from the sale of the tasting menu going to Waypoints
- Each participant will display Food Festival and YMM Eats marketing materials at their establishment leading up to and during the Festival

Benefits

- Company logo on all posters and marketing as appropriate
- 2 tickets to Fort McMurray's Largest Ever Outdoor Patio Party, 2 tickets to Taste of Fort McMurray, 2 tickets to Boots 'N' Brews
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement

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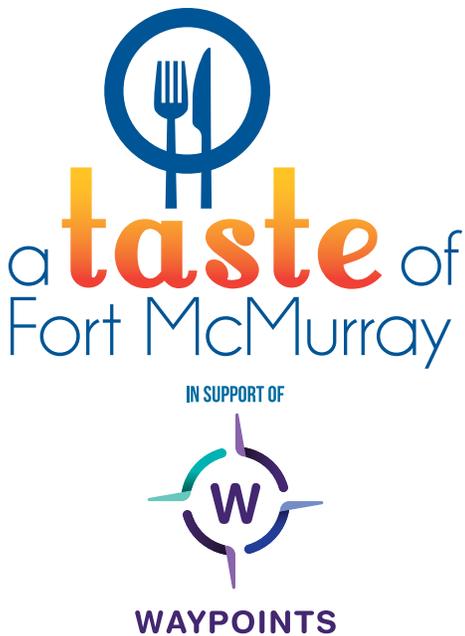
Best Pub Food Club Participants

Opportunity

- Providing 1-cocktail and 1-appetizer size plate to the 52-guests of each bus, there are 4 buses on a rotation.
 - Waypoints can provide a taxable receipt for the market value (published price) of the food and drink - a donation invoice will be required
- Each participant will be responsible for providing live music entertainment at their establishment for the duration of the event
- Each participant will display Food Festival and Best Pub Food Club marketing materials at their establishment leading up to and during the Festival

Benefits

- Logo on Best Pub Food Club program
- 2 tickets to Fort McMurray's Largest Ever Outdoor Patio Party, 2 tickets to Taste of Fort McMurray, 2 tickets to Boots 'N' Brews
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



Taste of Fort McMurray Participants

Opportunity

- Provide a 2-to-4 bite size food sample showcasing your establishment. Approximately 750-800 plates. (TBD)
 - Waypoints can provide a taxable receipt for the market value (published price) of the food and drink - a donation invoice will be required
 - Common infrastructure such as tent rentals, tables, power etc. are provided by the Festival
- Each participant will display Food Festival and Taste of Fort McMurray marketing materials at their establishment leading up to and during the Festival

Benefits

- 10x10 tent at Taste of Fort McMurray with opportunity to decorate as you wish according to your company branding
- Signage/banner at event
- 4 tickets to Fort McMurray's Largest Ever Outdoor Patio Party, 4 tickets to Taste of Fort McMurray, 4 tickets to Boots 'N' Brews
- Company logo published in all printed advertisements as appropriate from time of signing of sponsorship agreement



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www.FortMcMurrayFoodFestival.ca



IN SUPPORT OF



WAYPOINTS

For more information or to get involved as a partner in the 2019 Fort McMurray Food Festival, please contact:

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