



PRESENTS

FORT MCMURRAY

FOOD FESTIVAL 2023

IN SUPPORT OF



WAYPOINTS

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

2023 PARTNERSHIP OPPORTUNITIES

JULY 21–AUGUST 31, 2023

FOOD CELEBRATIONS | MUSIC CONCERTS | ART & CULTURE

FAMILY FRIENDLY & 18+ EVENTS

What this Festival is all about!

The Fort McMurray Food Festival is about showcasing the best of what the Wood Buffalo Region has to offer. The Festival started out as a way to nourish the promotion of the diverse culinary and restaurant industry in Fort McMurray. The Festival has expanded each year to become a stunning illustration of everything that makes the Wood Buffalo Region a spectacular place for food, entertainment, art & culture, and festivals!

The 7th edition of the Fort McMurray Food Festival will take place July 21-August 31, 2023, with events spanning over the 6 days. Plus, the return of the popular YMM EATS program running until the end of August, encouraging people to patronize their local restaurants while raising funds for Waypoints: an organization devoted to ending domestic family violence and sexual assault in the Wood Buffalo Region.

Why partner with the Fort McMurray Food Festival in 2023?

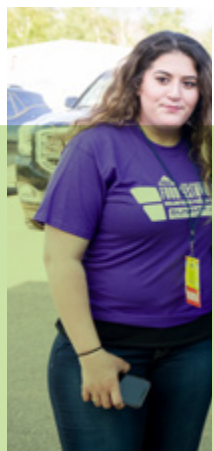
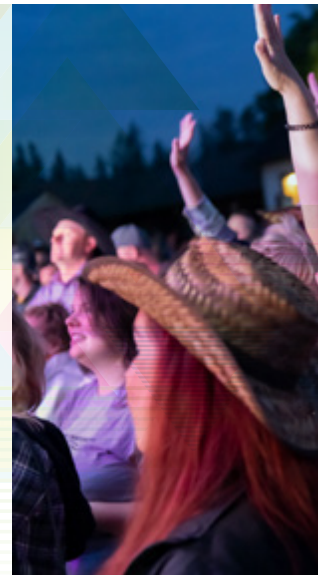
1. We want to hold a vibrant summer festival showcasing the bold community spirit found here in Wood Buffalo. We want to give our residents great opportunities to have fun with their friends and neighbours and even invite loved ones to the region.
2. Stimulate economic growth in the Region by showcasing the diverse local talent in the food, restaurant, arts and entertainment industries.
3. The Fort McMurray Food Festival Committee is proud to provide support to a deserving local organization providing much-needed services to Fort McMurray, Waypoints and are working closely with their team to execute these events. For more information about the vast programs and services this organization brings to our region, visit their website at waypointswb.ca

Participate or Donate

We encourage all local businesses who want to be seen supporting the community in a meaningful way to get involved. Businesses, industry, restaurants, bars, lounges, caterers, supporters and organizations can get involved in this year's festival. There are many ways to support the fun, and here are just a few:

1. **Partner with the Festival** either through cash or gift-in-kind support.
2. **Become a vendor** and showcase your business to the community.
3. Make a **corporate ticket purchase** to nourish your employees and their quality of life in Fort McMurray.
4. **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!



Why We Support Waypoints



Waypoints have been helping women, children and men affected by domestic family and sexual violence since 1982. Their team assists 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, as they celebrate their 40th year operating in the region, 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 seventh year crafting the Fort McMurray Food Festival for our community. We say ‘crafting’ as we are all driven by our passion for showcasing the best Fort McMurray and the Wood Buffalo Region offers.

Starting in 2017 with 5-events over 3-days, the festival has organically grown over the years to include not only food, but entertainment, arts and a showcase of the region’s unique venue spaces.

As we take the journey moving past covid, we are not quite back to full operations for the festival again this year, but we are offering a strong lineup with the eye that we will be back to a full festival in 2024. Also returning to the festival will be an expanded YMM EATS program that will act as a marketing tool for the Festival while encouraging patronage of local restaurants and raising funds for Waypoints.

Supporting and promoting the community as a great place to live is why the committee also chooses to support Waypoints with the proceeds of the festival. We are so glad that this event continues to provide much-needed support for an essential organization in our region. Waypoints is a local organization helping women, children and men affected by domestic family violence, sexual assault, abuse and homelessness. Waypoints provides services in the community that improve the 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 residents of our community proud they 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 services that Waypoints provides.

By becoming a partner or a participant, you get recognition at the Festival in a variety of ways. You’ll be able to attend selected events and be part of the “magic” crafting of the region’s most highly anticipated summer event.



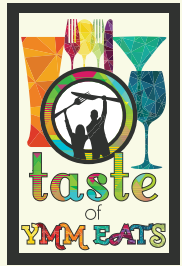
Mike Jones

Fort McMurray Food Festival 2023 Committee Chair

Schedule of Events

The Food Festival Committee has put together a robust lineup of awesome food and entertainment-related events for our community to enjoy on our long, hot days this summer!

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



JULY 21-AUGUST 31

For the full month of July including Food Festival dates.

Taste of YMM Eats

At participating establishments around the city. Menus will have a featured item(s) with a portion of the sale price going to Waypoints.



MONDAY, JULY 24

Food Festival Classic

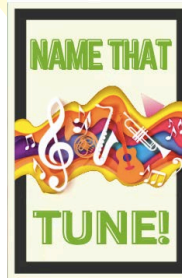
Golf, food and the summer sun on a Monday at the Miskanaw Golf Club.



TUESDAY, JULY 25

Trivia Tuesday & Chili Cook Off at The Blackhorse

Join Mike Jones for trivia night and bring your team of 2-6 people to the Blackhorse for Team Trivia starting at 7:30. There will be a couple of different Chilli's made by Blackhorse staff (and maybe a celebrity or two) available for purchase.



THURSDAY, JULY 27

Name That Tune/ Open Trivia

Join Mike Jones at Tavern on Main for an awesome night of music and Food Specials



FRIDAY, JULY 28

Best Pub Food Club

Travel on coach buses trying the local pub food and entertainment as each establishment competes for the title.



FRIDAY, JULY 21

YMM Patio Party

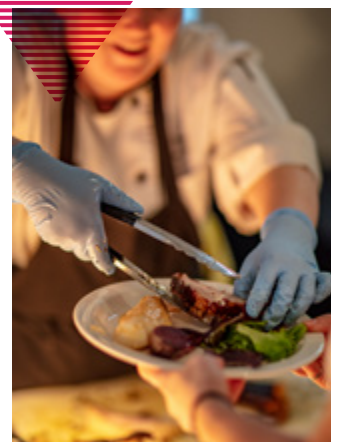
For those that like to party...The Patio Party has been the signature event of the Food Festival and a favourite of local residents who call Wood Buffalo home. Having sold-out every year, it is the perfect way to kick off a beautiful summer weekend. Hosted at the Fort McMurray Heritage Shipyard.



SATURDAY, JULY 29

Anzac Beach Party

Join us at Camp Yogi in beautiful Anzac as you enjoy music, kid's activities, delicious BBQ and water activities at one of the region's gems.



PARTNERSHIP OPPORTUNITIES

There are plenty of opportunities to become a partner within your budget and make a lasting impression and difference in our community.



Fort McMurray Food Festival 2023

Title Sponsor

SOLD

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with Festival logo to create a Logo Lock-up
- » Logo Lock-up on all printed and digital promotional materials
- » Logo Lock-up on all social media ads/posts where appropriate. Full name mention otherwise.
- » Logo Lock-up on all materials promoting individual events of the Festival
- » Logo Lock-up on banner at all events
- » Logo Lock-up on all Festival t-shirts
- » Logo Lock-up on all volunteer t-shirts
- » Logo Lock-up on signage/banner at volunteer hospitality tables/tents/centres as necessary
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns
- » All mentions of the festival as “The (company) Fort McMurray Food Festival” or “The (company) YMM Food Festival” as appropriate.
- » Opportunity for company representative to speak at ALL events where appropriate
- » Company name mentioned in all radio advertisements for all events
- » Opportunity to have an information booth at Taste of Fort McMurray
- » Additional signage/banner opportunities at events
- » Tickets for Patio Party 30
- » Tickets for Best Pub Food Club 6
- » Tickets for Food Festival Classic 4
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event



Patio Party

Presenting Sponsor

SOLD



FRIDAY, JULY 21

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with event logo to create a Logo Lock-up
- » Logo Lock-up on printed and digital promotional materials for this event as appropriate
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns for this event
- » Opportunity for company representative to speak at this event
- » Company name mentioned in all radio advertisements for this event
- » Additional signage/banner opportunities at this event
- » Tickets for Patio Party 30
- » Tickets for Best Pub Food Club 4
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event



Food Festival Golf Classic Presenting Sponsor **SOLD**



MONDAY, JULY 24

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with event logo to create a Logo Lock-up
- » Logo Lock-up on printed and digital promotional materials for this event as appropriate
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns for this event
- » Opportunity for company representative to speak at this event
- » Company name mentioned in all radio advertisements for this event
- » Additional signage/banner opportunities at this event
- » Tickets for Patio Party 10
- » Tickets for Food Festival Golf Classic 8
- » Tickets for Best Pub Food Club 4
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event



Best Pub Food Club Presenting Sponsor **SOLD**



FRIDAY, JULY 28

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with event logo to create a Logo Lock-up
- » Logo Lock-up on printed and digital promotional materials for this event as appropriate
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns for this event
- » Opportunity for company representative to speak at this event
- » Company name mentioned in all radio advertisements for this event
- » Additional signage/banner opportunities at this event
- » Tickets for Patio Party 10
- » Tickets for Best Pub Food Club 10
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event



Taste of YMM Eats Presenting Sponsor \$3,000 **SOLD**



JULY 21–AUGUST 31

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with event logo to create a Logo Lock-up
- » Logo Lock-up on printed and digital promotional materials for this event as appropriate
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns for this event
- » Event promoted before, during, and after Food Festival at participating establishments on Festival menus/flyer
- » Company name mentioned in all radio advertisements for this event
- » Additional signage/banner opportunities at this event
- » Tickets for Patio Party 15
- » Tickets for Best Pub Food Club 2
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event

Volunteer Partner **SOLD**

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo on printed and digital promotional materials as appropriate
- » News Release about partnership
- » Company logo on direct-email campaigns calling for volunteers
- » All mentions of the volunteers at the festival as "Volunteers supported by (your company)" as appropriate.
- » 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
- » Additional signage/banner opportunities at events
- » Tickets for Patio Party 10
- » Tickets for Best Pub Food Club 2
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event



Anzac Beach Party
Presenting Sponsor
\$2,500 (1 opportunity)



SATURDAY, JULY 29

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with event logo to create a Logo Lock-up
- » Logo Lock-up on printed and digital promotional materials for this event as appropriate
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns for this event
- » Opportunity for company representative to speak at this event
- » Company name mentioned in all radio advertisements for this event
- » Additional signage/banner opportunities at this event
- » Tickets for Patio Party 10
- » Tickets for Best Pub Food Club 2
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event





Trivia Tuesday/Chili Cook-off

Presenting Sponsor

\$2,000 (1 opportunity)



Name That Tune/Open Mic

Presenting Sponsor

\$2,000 (1 opportunity)



TUESDAY, JULY 25

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with event logo to create a Logo Lock-up
- » Logo Lock-up on printed and digital promotional materials for this event as appropriate
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns for this event
- » Opportunity for company representative to speak at this event
- » Company name mentioned in all radio advertisements for this event
- » Additional signage/banner opportunities at this event
- » Tickets for Patio Party 6
- » Tickets for Trivia Trivia 6
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event

THURSDAY, JULY 27

Sponsorship benefits from time of signing of sponsorship agreement:

- » Company logo combined with event logo to create a Logo Lock-up
- » Logo Lock-up on printed and digital promotional materials for this event as appropriate
- » News Release about partnership
- » Logo Lock-up on direct-email campaigns for this event
- » Opportunity for company representative to speak at this event
- » Company name mentioned in all radio advertisements for this event
- » Additional signage/banner opportunities at this event
- » Tickets for Patio Party 6
- » Tickets for Name That Tune 4
- » First right to purchase event tickets beyond sponsorship
- » First right of refusal sponsoring 2024 event

Event Partner

\$1,500

Sponsorship benefits:

- » Company logo on printed and digital promotional materials as appropriate
- » Opportunity to have an information booth at Taste of Fort McMurray
- » Signage/banner opportunities at events
- » Tickets for Patio Party 4

Event Supporter

\$1,000

Sponsorship benefits:

- » Company logo on printed and digital promotional materials as appropriate
- » Signage/banner opportunities at events
- » Tickets for Patio Party 2

Other Partnerships

GIFT-IN-KIND PARTNERSHIP OPPORTUNITIES

It requires donations of all kinds to execute this Festival and we look forward to working with you.

Donations will be assessed at market value and placed in the appropriate partnership level.

PARTICIPANT OPPORTUNITIES

We can't have a Food Festival without the great support of the culinary industry. With 8-events there are multiple ways to participate and take advantage of the marketing opportunity the Festival can bring to your business. Ask us for the Participant Package for a full list of opportunities and benefits.



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FOOD FESTIVAL 2023

IN SUPPORT OF



WAYPOINTS

Helping women, children
and men affected by
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sexual assault, abuse
and homelessness

PARTNERSHIP COMMITMENT FORM

Formal contracts will be signed with Waypoints.

All transactions are payable to Waypoints.

Thank you for your support of our Festival and this essential service for our community.

<input type="checkbox"/>	SOLD	Title Sponsor
<input type="checkbox"/>	SOLD	Patio Party
<input type="checkbox"/>	SOLD	Best Pub Food Club
<input type="checkbox"/>	SOLD	Food Festival Golf Classic
<input type="checkbox"/>	SOLD	Taste of YMM Eats
<input type="checkbox"/>	\$2,500	Anzac Beach Party
<input type="checkbox"/>	SOLD	Volunteer Partner

<input type="checkbox"/>	\$2,000	Trivia Tuesday/Chili Cook Off
<input type="checkbox"/>	\$2,000	Name That Tune/Open Mic Night
<input type="checkbox"/>	\$1,500	Event Partner
<input type="checkbox"/>	\$1,000	Event Supporter

<input type="checkbox"/>	Gift-In-Kind Partnership	
Value:	Description:	
<input type="checkbox"/>	Media Partnership	
Value:	Description:	

Company Name:	Representative Name:
Accounts Payable Email:	Email:
Phone:	Representative Signature:

For more information or to get involved as a partner in the Fort McMurray Food Festival 2023, please
contact: Evan Dizak | evan.dizak@waypointswb.ca | 780-750-8560



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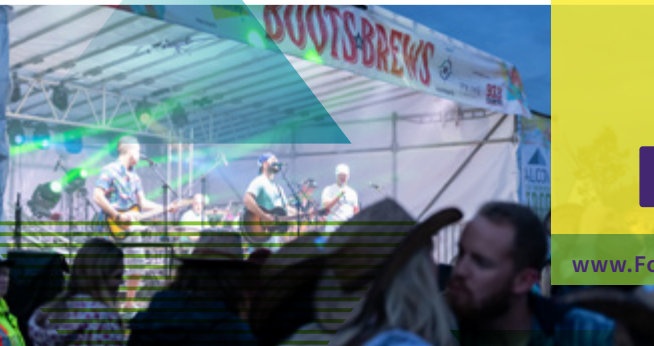
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2023

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www.FortMcMurrayFoodFestival.ca



For more information or to get involved as a partner in the Fort McMurray Food Festival 2023, please contact:

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780-750-8560