



# TERROIR

## 2019 PARTNERSHIP OPPORTUNITIES



### CHOICE: RISKS + REWARDS IN A CHANGING FOOD CULTURE

MONDAY, MAY 6, 2019  
THE CARLU, TORONTO

**TERROIR** brings together innovative people from the fields of hospitality, food and tourism; including chefs and restaurateurs, hoteliers, drink experts, growers and producers, food retailers, food media, destination marketing organizations and business leaders.

The 2019 **TERROIR SYMPOSIUM** will explore the choices we make and how they affect the growth, change and collective identity of our industry. The event will offer more mainstage programming with multiple concurrent hands-on workshops.

[terroirsymposium.com](http://terroirsymposium.com)

# FROM AN EVENT INTO A MOVEMENT



What started as a **GATHERING OF LEADERS** in the hospitality industry, has now become one of the leading hospitality symposiums in Canada. We are seeing this growth reflected in our audience, and our delegates.

Our 2018 delegates hailed from across Canada, the US and beyond. They were composed of hospitality professionals from a variety of fields, with the majority coming to us from the restaurant industry.

## 2018 DELEGATES

|     |                                 |
|-----|---------------------------------|
| 34% | Chef/Restaurant Owner/FOH/GM    |
| 21% | Marketing/Destination Marketing |
| 10% | Media                           |
| 5%  | Caterer                         |
| 2%  | Accommodations                  |
| 5%  | Food Retailer                   |
| 7%  | Farmer/ Food Producer           |
| 6%  | Winery                          |
| 3%  | Brewery/Cidery/Distillery       |
| 4%  | Events                          |
| 3%  | NGO/Government                  |

## 2018 EVENT SOCIAL REACH

|                    |                |
|--------------------|----------------|
| Total Reach:       | 208,992 people |
| Total Impressions: | 756,899 People |
| Ad Reach:          | 456,576 People |

## 2018 TERROIR SYMPOSIUM BY THE NUMBERS

|      |                                  |
|------|----------------------------------|
| 1048 | Delegate tickets sold            |
| 70   | Participating Brand Partners     |
| 16   | Wineries pouring                 |
| 426  | Volunteer hours worked           |
| 74   | Presenters from across the globe |
| 28   | Chefs cooking                    |
| 8    | Countries represented            |
| 42   | Women on stage                   |



## TERROIR SYMPOSIUM IN THE MEDIA

Many publications have covered the Symposium over the years. They offer a glimpse into the incredible three day whirlwind that is Terroir.

---

### **“SCENES FROM INSIDE THE TERROIR CHEFS’ CULINARY RETREAT”**

Ivy Knight, The Globe & Mail, 20 May 2014

### **“TERROIR HOSPITALITY SYMPOSIUM: 10-YEARS ON AND STILL GOING STRONG”**

Renée Suen, Eat Magazine, 2 May 2016

### **“10 THINGS TO KNOW ABOUT TERROIR TORONTO 2017”**

Amie Watson, Fine Dining Lovers, 31 May 2017

### **“CELEBRATING CANADIAN GASTRONOMY AT TERROIR”**

Jill Van Gyn, Eat Magazine, 27 March 2017

### **“WORLD’S FOREMOST FOOD TRENDSETTERS GATHER IN TORONTO FOR ANNUAL TERROIR SYMPOSIUM”**

Press Release, Restobiz, 23 March 2018

### **“LE TERROIR CANADIEN EN TROIS PORTRAITS”**

Catherine Lefebvre, Le Devoir, 5 May 2018

### **“2018 TERROIR SYMPOSIUM ‘WORLD FOOD COURT’ CURATED BY SURESH DOSS”**

Suresh Doss, 1 February 2018



## OUR PARTNERSHIP, YOUR WAY

We want to develop partnerships that make sense for you, for our delegates and for the growth of Terroir, Canada's leading hospitality symposium. That's why we have created customizable packages for 2019, where you have the option to pick deliverables that will be the most effective in promoting your brand.

Let's have a conversation. We want to know what we can do to help grow your business and reach your goals. Opportunities include:

**CUSTOM ACTIVATIONS**  
**VIP ACCESS TO EVENTS**  
**PROGRAM INTEGRATION**  
**MARKETING EXPOSURE**  
**ACCESS TO INDUSTRY**  
**ACCESS TO MEDIA**  
**BRANDED SWAG**

**HAVE AN IDEA?** Let us know. We're always eager to share and celebrate good ideas and innovations in the tourism and hospitality industries.

---

*"Just wanted to thank you all, and congratulate you for an awesome and amazing Terroir 2018! I was so thrilled to be a part of it, and myself as well as the other Chefs thought it was such a memorable event!!"*

**2018 TERROIR PARTNER**

# SIGNATURE PARTNER PACKAGE

## \$20,000 INVESTMENT

---

- Category Exclusivity
- Custom integrated programming during Symposium\*
- Customized brand activation at the Terroir Symposium (value: +\$12K)
- Verbal mention at opening or closing remarks at Terroir Symposium

### TICKETS\*\*

- 10 Guest Passes to Terroir Welcome Reception
- 6 Delegate Passes to Terroir Symposium (value: \$2800)
- 4 Exhibitor Passes to Terroir Symposium (value: \$1400)
- Additional registrations available at 20% discount
- 10 Guest Passes to the Feast On Rural Retreat

\*Programming must be aligned with 2019 theme and approved by Program Committee  
\*\*All exhibitor/service staff must be pre-registered for all Terroir events

### NEW FOR 2019 : DELEGATE APP INTEGRATION

(value: \$2,500)

- Banner-ads with your company name, logo and partnership level as well as click-through link to your company website
- Customized exhibitor profile designed to increase brand visibility
- Ability to interact and engage Symposium attendees through the app, including direct messaging, giveaways, and contests
- Ability to view speaker and attendee profiles
- Opportunity to access targeted lead-generation features
- Opportunity to download all engagement reports including attendee contact information that was collected during interaction with your exhibitor profile/ e-business card exchange

### ADD EIGHT (8) OF THE FOLLOWING PARTNERSHIP BENEFITS

- Logo recognition in appropriate print and digital advertising (2018 paid ad value: \$40,000)
- Logo recognition on appropriate event signage (value: \$1000)
- Title presenting partner for existing activation (ex. Presented by...)
- Logo and link on [terroirsymposium.com](http://terroirsymposium.com)
- Inclusion in Twitter Promotions (value: \$750)
  - 10 Customizable Tweets
  - 1 Promoted Twitter Ad
- Inclusion in Facebook Promotions (value: \$750)
  - 1 Customizable Promoted Post
  - 1 Customizable Facebook Contest
  - 1 Promoted Facebook Ad
- Inclusion in Instagram Promotions (value: \$750)
  - 1 Customizable Instagram takeover
  - 3 Customizable Instagram posts
  - 1 Customizable Instagram story
- Customized blog feature (value: \$1000)
- Customized newsletter feature (value: \$1000)
- Provide branded event swag for distribution (ex. Lanyards, water bottles, bags, etc)
- Access to event video & photographs, for non-commercial purposes\* (value: \$1000)
- Logo in Final Report distributed to all partners
- First right of refusal for 2019 partnership

\*Must provide photo credit to Terroir (include whitemark logo) and photographer

# PREMIUM PARTNER PACKAGE

## \$12,000 INVESTMENT

---

- Customized brand activation at the Terroir Symposium (value: +\$12K)
- Verbal mention at opening or closing remarks at Terroir Symposium

### TICKETS\*\*

- 6 Guest Passes to Terroir Welcome Reception
- 6 Delegate Passes to Terroir Symposium (value: \$2100)
- 2 Exhibitor Passes to Terroir Symposium (value: \$700)
- Additional registrations available at 20% discount
- 6 Guest Passes to the Feast On Rural Retreat

\*\*All exhibitor/service staff must be pre-registered for all Terroir events

### NEW FOR 2019 : DELEGATE APP INTEGRATION (value: \$2,500)

- Banner-ads with your company name, logo and partnership level as well as click-through link to your company website
- Customized exhibitor profile designed to increase brand visibility
- Ability to interact and engage Symposium attendees through the app, including direct messaging, giveaways, and contests
- Ability to view speaker and attendee profiles
- Opportunity to access targeted lead-generation features
- Opportunity to download all engagement reports including attendee contact information that was collected during interaction with your exhibitor profile/ e-business card exchange

### ADD SIX (6) OF THE FOLLOWING PARTNERSHIP BENEFITS

- Logo recognition on appropriate event signage (value: \$1000)
- Title presenting partner for existing activation (ex. Presented by...)
- Logo and link on [terroirsymposium.com](http://terroirsymposium.com)
- Inclusion in Twitter Promotions (value: \$750)
  - 10 Customizable Tweets
- Inclusion in Facebook Promotions (value: \$750)
  - 1 Customizable Promoted Post
  - 1 Promoted Facebook Ad
- Inclusion in Instagram Promotions (value: \$750)
  - 1 Customizable Instagram takeover
  - 3 Customizable Instagram posts
  - 1 Customizable Instagram story
- Customized blog feature (value: \$1000)
- Customized newsletter feature (value: \$1000)
- Provide branded event swag for distribution (ex. Lanyards, water bottles, bags, etc)
- Access to event video & photographs, for non-commercial purposes\* (value: \$1000)
- Logo in Final Report distributed to all partners
- First right of refusal for 2019 partnership

\*Must provide photo credit to Terroir (include whitemark logo) and photographer

# PARTNER PACKAGE

## \$6,000 INVESTMENT

---

### TICKETS\*\*

- 4 Guest Passes to Terroir Welcome Reception
- 4 Delegate Passes to Terroir Symposium (value: \$2100)
- 2 Exhibitor Passes to Terroir Symposium (value: \$700)
- Additional registrations available at 20% discount
- 4 Guest Passes to the Feast On Rural Retreat

\*\*All exhibitor/service staff must be pre-registered for all Terroir events

### NEW FOR 2019 : DELEGATE APP INTEGRATION (value: \$2,500)

- Banner-ads with your company name, logo and partnership level as well as click-through link to your company website
- Customized exhibitor profile designed to increase brand visibility
- Ability to interact and engage Symposium attendees through the app, including direct messaging, giveaways, and contests
- Ability to view speaker and attendee profiles
- Opportunity to access targeted lead-generation features
- Opportunity to download all engagement reports including attendee contact information that was collected during interaction with your exhibitor profile/ e-business card exchange

### ADD SIX (6) OF THE FOLLOWING PARTNERSHIP BENEFITS

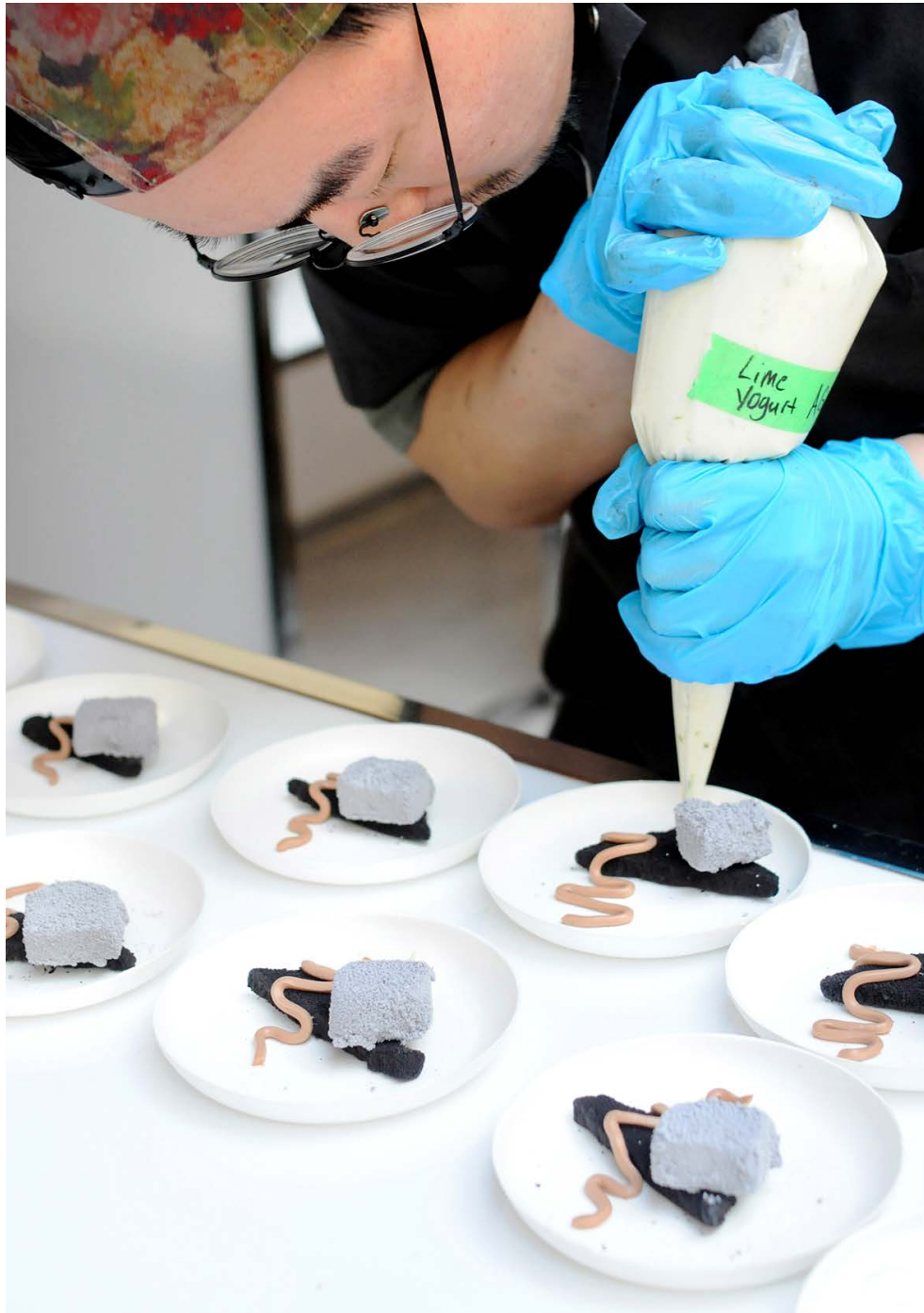
- Logo and link on [terroirsymposium.com](http://terroirsymposium.com)
- Inclusion in Twitter Promotions (value: \$750)
  - 10 Customizable Tweets
- Inclusion in Facebook Promotions (value: \$750)
  - 1 Customizable Promoted Post
  - 1 Promoted Facebook Ad
- Inclusion in Instagram Promotions (value: \$750)
  - 3 Customizable Instagram posts
  - 1 Customizable Instagram story
- Customized blog feature (value: \$1000)
- Customized newsletter feature (value: \$1000)
- Provide branded event swag for distribution (ex. Lanyards, water bottles, bags, etc)
- Access to event video & photographs, for non-commercial purposes\* (value: \$1000)
- Logo in Final Report distributed to all partners

\*Must provide photo credit to Terroir (include whitemark logo) and photographer

---

### EXCLUSIVE IN-KIND OPPORTUNITIES

- **PRESENTING PARTNER: WELCOME RECEPTION**  
Sunday, May 5th, 2019 - 300 guests. CTA provides wine, beer and spirits from within Partnership Program to offset costs
- **PRESENTING PARTNER: AFTER-PARTY**  
Monday, May 6th, 2019 - 300 people. CTA provides wine, beer and spirits from within Partnership Program to offset costs



**“AMAZING  
JOB WITH ALL  
ASPECTS OF  
THE EVENT.  
YOU ARE  
SETTING THE  
BAR HIGH FOR  
CULINARY [&]  
TOURISM IN  
CANADA.”**

**2018 TERROIR PARTNER**

---

To get involved with the Terroir Symposium, send us a note.

**REBECCA MACKENZIE**

President + CEO, Culinary Tourism Alliance  
rebecca@ontarioculinary.com  
613-471-0102

**LANDON LOGIE**

Event Manager, Culinary Tourism Alliance  
landon@ontarioculinary.com  
647-385-6573