



2017 VANCOUVER TEA FESTIVAL

Sponsorship Package

Saturday, 4 November 2017 ~ 10 AM - 6 PM

Sunday, 5 November 2017 ~ 11 AM - 5 PM

Chinese Cultural Centre of Greater Vancouver & Dr. Sun Yat-Sen Classical Chinese Garden, Vancouver, BC



Challenging conventional belief that Vancouver is a city consisting solely of coffee lovers, in just a few short years the Vancouver Tea Festival (VTF) has become the largest and best attended of its kind in Western Canada, proving beyond the shadow of a doubt this is a city that profoundly loves its tea as well.

After drawing thousands upon thousands of tea lovers from around British Columbia, Alberta, the United States, and Asia to the first three iterations of the Vancouver Tea Festival, Vancouver Tea Society is elated to announce the return of its flagship event this November to Vancouver's historic Chinatown neighbourhood!

About us:

The Vancouver Tea Society was formed in early 2013 by a group of dedicated tea professionals and enthusiasts, with the simple goal of fostering a thriving tea community in Vancouver and the Lower Mainland of British Columbia by promoting knowledge, enjoyment, and appreciation of specialty tea and tea culture. The centrepiece of this goal was the founding of a public-oriented tea festival.

In November 2013, we produced the first Vancouver Tea Festival, an overwhelmingly successful event that dramatically uncovered Vancouver's tremendous - and under-served - passion for tea. In the years since, we have continued to pursue our aim of developing the Vancouver Tea Festival into a world-class festival and a centrepiece of Vancouver's Autumn events calendar...

...But we can't do it without your help!

Corporate sponsorship is fundamental to the success of the Vancouver Tea Festival. The Vancouver Tea Society is a nonprofit society, and for us to be able to fulfill our mission, we rely on our relationship with our generous corporate sponsors. Let's do this - together!

Why sponsor the Vancouver Tea Festival?

- **Size matters:** Vancouver is Western Canada's largest market, and the VTF is the largest and best attended festival of its kind in Western Canada, attracting an average of nearly 2,000 intensely passionate tea lovers annually
- **Reach the right people:** To quote one of our perennial exhibitors, who has taken part in all previous iterations of the VTF, the festival attracts "buyers, not tryers". The tea lovers who attend are highly knowledgeable about tea, have well-developed palates, and are motivated to taste, learn, and spend. Within the tea sphere, they are 'influencers', and connecting them with your products can have a tremendous ripple effect, enhancing your marketing and sales efforts
- **Strong media exposure and public interest:** The Vancouver Tea Festival has received TV, online, and print promotion from important local, national, and international outlets, including Huffington Post, Destination BC (BC Tourism), Global BC, Daily Hive Vancouver, The Province, Fairchild TV, and many more
- **Stellar location:** Situated adjacent to downtown Vancouver, the Dr. Sun Yat-Sen Classical Chinese Garden and Chinese Cultural Centre of Greater Vancouver are easily accessible to hundreds of thousands of potential attendees, and the Dr. Sun Yat-Sen Garden, admission to which is included in the price of a VTF ticket, has been lauded by National Geographic as the "World's Top City Garden"
- **A great team:** We at the Vancouver Tea Society pride ourselves on creating fruitful, lasting relationships with our cherished sponsors and exhibitors. We are committed to working with you in a friendly, honest, fair, and transparent manner, to ensure you derive the maximum possible benefit from your sponsorship. We want nothing more than for you to be thrilled with your decision to take part in the VTF, and we will work determinedly to ensure we exceed your expectations every step of the way

We excitedly look forward to partnering with you to make the 2017 Vancouver Tea Festival the most successful yet!

See next page for full details on sponsorship opportunities available

2017 Vancouver Tea Festival Sponsorship Opportunities

PRESENTING SPONSOR

\$7,500 (1 available)

- Naming rights to the 2017 Vancouver Tea Festival: “2017 Vancouver Tea Festival Presented by (Your Company)”
- Free super premium, prime-location double booth
- Two dedicated volunteers for booth
- Your logo (extra large size) on tasting cups presented to all festival attendees
- Recognition announcements during festival
- Half-page promotion in event programs
- Your logo/company name (extra large size) used in all other media
- Your logo (extra large size) on the front page of the Vancouver Tea Festival website for one full festival cycle*
- Extensive social media exposure
- Right of first refusal (any sponsorship tier) for the next Vancouver Tea Festival
- Unlimited** General Admission festival tickets for your guests

PLATINUM SPONSOR

\$5,000 (1 available)

- Naming rights to the presentation room: “(Your Company) Presentation Room”
- Free premium, corner single booth
- Recognition announcements during festival
- Your logo (large size) on tasting cups presented to all festival attendees
- Quarter-page promotion in event programs
- Your logo/company name (large size) used in all other media
- Extensive social media exposure
- Your logo (large size) on the front page of Vancouver Tea Festival website for the remainder of the 2017 calendar year
- Right of first refusal (any sponsorship tier except Presenting Sponsor) for the next Vancouver Tea Festival
- 20 General Admission festival tickets for your guests

GOLD SPONSOR

\$3,000 (1 available)

- Free regular single booth
- Naming rights to the tasting/gongfu cha room “Tasting Room Presented by (Your Company)”
- Recognition announcement during festival
- Your logo/company name (medium size) used in event programs and all other media
- Substantial social media exposure
- Your logo (medium size) on sponsorship page of Vancouver Tea Festival website for the remainder of the 2017 calendar year
- 10 general admission festival tickets for your guests

SILVER SPONSOR

\$1,500 (4 available)

- Free half-size/shared single booth
- Your logo/company name (small size) used in event programs and all other media
- Substantial social media exposure
- Your logo on sponsorship page of Vancouver Tea Festival website for the remainder of the 2017 calendar year
- 5 general admission festival tickets for your guests

BRONZE SPONSOR

\$750 (Unlimited)

- Your logo/company name (mini size) in the event programs
- Substantial social media exposure
- Your logo/company name (mini size) on sponsorship page of our website for the remainder of the 2017 calendar year
- 3 general admission festival tickets for your guests

*** “One full festival cycle” is defined for the purpose of this sponsorship tier as the period starting the day the sponsorship agreement between the sponsor and Vancouver Tea Society for the 2017 Vancouver Tea Festival is formalized, and ending on a mutually agreed-upon date prior to the day the sponsorship invitations for the 2018 Vancouver Tea Festival are disseminated (this typically occurs in early Spring)**

****Within reason, subject to Vancouver Tea Society’s discretion**

NB: Listed sponsorship perks represent the minimum a sponsor may expect to receive. All sponsorship tiers may include further customized perks, commensurate with sponsorship level, at the sole discretion of Vancouver Tea Society. Other custom sponsorship opportunities not listed may be available. Please contact del@vancouverteafestival.ca for more information.

The Vancouver Tea Festival is a project of:

