

FEATURING



DREAM BIG: CALIFORNIA STYLE

FUNDRAISING

*Bacchanalia*  
**GALA DINNER + AUCTION**  
Saturday Night! Feb 23, 2019

BENEFITING



# VANCOUVER INTERNATIONAL WINE FESTIVAL

Feb 23–Mar 3, 2019

A circular icon containing a stylized cluster of grapes, positioned to the right of the festival title.

“ONE OF THE  
VERY BEST  
WINE FESTIVALS  
IN THE WORLD”

**SPONSORSHIP BACKGROUNDER**  
Contact: [Sponsors@VanWineFest.ca](mailto:Sponsors@VanWineFest.ca)

# SPONSOR CANADA'S PREMIER WINE SHOW



**“One of the very best wine festivals in the world”**

As a sponsor of the Vancouver International Wine Festival, you will have unparalleled access to 25,000 affluent festivalgoers (59.2 percent have household income over \$100,000 and over half of those have \$150,000+ HHI) with plenty of disposable income. The typical festivalgoer is 38 years old and is an active, social, wine-and-food savvy professional. Patrons spend an average of \$523 per month (\$6,275 annually) on wine and dining out with wine.

Your partnership will be tailored to suit your budget and sponsorship goals. It can be festival-wide or you can choose from a menu of public-only or trade-only events, large or small.



# THE PLAY'S THE THING



Austin Eckert, Lindsey Angell, Nadeem Phillip & Nicco Del Rio, *As You Like It* (2018)  
Photo: David Cooper



Raising a glass to raising \$280,000 in 2018! (L-R) VIWF board chair Mark Hicken, VIWF executive director Harry Hertscheg, Bard executive director Claire Sakaki, and Bard artistic director Christopher Gaze salute the wine festival. Photo: Amy Benson

Your sponsorship of the Vancouver International Wine Festival helps support one of Vancouver's iconic arts organizations. Net proceeds raised go to **Bard on the Beach Shakespeare Festival**.

We are delighted to have contributed \$9.2 million to the performing arts since our inception in 1979. Bard on the Beach has been VIWF's charitable partner since 2013 and the festival has raised \$1.2 million for Bard since then, including \$280,000 in 2018. Created as a fundraiser for the Vancouver Playhouse Theatre Company, VIWF proudly supported the Playhouse for 34 years until it closed in 2012.

Bard on the Beach is one of Canada's largest not-for-profit, professional Shakespeare festivals, celebrating its 30th season in 2019. Presented in a magnificent setting on the waterfront in Vancouver's Vanier Park, Bard on the Beach offers Shakespeare plays, related dramas and several special events in two performance tents from June through September. Artistic director Christopher Gaze actively spreads enthusiasm for the magic of Shakespeare's plays through numerous guest appearances at corporate, scholastic and private events.

Through its constantly expanding community outreach, Bard hosts the popular Young Shakespeareans Workshops for youth and teens at the site during the summer and at its administrative centre in the off-season, plus Bard in the Classroom workshops for students and teachers throughout the school term. In 2014, it launched the Riotous Youth program to provide further Shakespearean theatre education to some of its summer workshop graduates.



# 2019 QUICK FACTS



- Beneficiary: Bard on the Beach Shakespeare Festival (\$280,000 in 2018; \$1.2 million since Bard became beneficiary in 2013; \$9.2 million for the performing arts since inception). Details on Page 3.
- 41st annual (founded 1979)
- February 23 to March 3
- 8 days. Some highlights:
  - Bacchanalia Gala Dinner + Auction, Feb 23
  - Tasting Room at Vancouver Convention Centre, Feb 28-Mar 2. The heart of the festival with six tasting sessions over three days: four International Festival Tastings for consumers and two Trade Tastings
  - Trade Days Conference, three days and ~12 events, Feb 27, 28 and Mar 1. Trade-only events include masterclasses, a plenary, seminars, networking lunches and Trade Tastings
- 25,100+ admissions (97% of tickets sold in 2018)
- ~ 160 wineries
- ~ 15 countries
- ~ 50 events at ~25 venues
  - (2018) 39 for the public and 12 for trade
- ~ 50 participating restaurants, hotels, caterers
- (2018) 1,460 wines, including
  - 763 at International Festival Tastings
  - 155 additional wines at Trade Tastings
  - 542 wines at special events (dinners, seminars, etc)
- 42,000 bottles poured and/or purchased (2018 stats)
- 82,000 wine glasses used (2018 stats)
- Tasting Room size (at VCC): ~53,000 square feet

# DEMOGRAPHICS



Festivalgoers are young, well-educated and affluent (59.2 percent have household income of \$100,000+ per annum and over half of those have HHI of \$150,000+) and have high disposable income.

They are loyal, repeat customers – 65 percent have attended two or more years. Gender breakdown is 54 percent women, 46 percent men.

About 79 percent of festivalgoers are from the Metro Vancouver area. The rest of BC – mainly the Interior/Okanagan, Vancouver Island, Sea to Sky corridor – accounts for ~15 percent, and about six percent are out-of-province or out-of-country.



## AGES

- 19 to 24 – 3.5 percent
- 25 to 34 – 23 percent
- 35 to 44 – 23 percent
- 45 to 54 – 24.3 percent
- 55 to 64 – 18.6 percent
- 65+ - 7.5 percent
- **Average age 38**

## GENDER

- Men, 46 percent
- Women, 54 percent

## HOUSEHOLD INCOME

- \$200,000+ – 12.7 percent
- \$151,000 to \$200,000 – 15.3 percent
- \$100,000 to \$150,000 – 31.2 percent
- \$76,000 to \$100,000 – 18.9 percent
- \$51,000 to \$75,000 – 13.8 percent
- \$50,000 and under – 8.2 percent

## EDUCATION

- University degree – 57 percent; some university, 11 percent
- College degree – 12 percent; some college, 13 percent
- High school and other – 7 percent

*Data from 1,900+ respondents via 2015 online subscriber survey; 2014 onsite survey; and box office statistics.*

# THE WINE WORLD IS HERE



The Vancouver International Wine Festival is Canada's premier wine show and widely considered to be the best wine event in North America. With 25,100 admissions and at 40 years of age, it also is one of the biggest and oldest in the world. It unites twin passions for great wine and good food in a city that is renowned for its wine savvy and its vibrant fine dining culture. This international festival showcases some 1,700 wines from 15 countries and brings the rock stars of the world's wine scene to Vancouver. The 2019 festival expects to feature 50+ events at 25 venues. It is headquartered at the dramatic Vancouver Convention Centre. The festival has won the **#1 Food, Wine & Hospitality Industry Event in Canada** from New York's BizBash for the last five years.

## FEATURED IN 2019



DREAM BIG: CALIFORNIA STYLE

Each year the festival shines the spotlight on one of the ~15 participating countries or regions. The featured region has more wineries, wines and events than any other. For 2019, "Dream Big: California Style" is the theme.

## RECENT THEMES

- 2018 Viva Iberia (Spain & Portugal)
- 2017 The Wine World Celebrates Canada
- 2016 Italia!
- 2015 Savour Australia
- 2014 France Bon Appétit
- 2013 California Wines
- 2012 Wines of Chile

# THE VINE STARS ARE HERE



**Michel Chapoutier**  
Proprietor  
Maison M. Chapoutier  
(France)

Every participating winery sends a vine star (proprietor, winemaker, family member, senior executive) to VanWineFest. And that often means that the person pouring the wine has his or her name on the bottle. It's what sets this festival apart. Some of the winemakers at festivals past and present include:



**Nathalie Bonhomme**  
Winemaker  
El Petit Bonhomme/Gil Family Estates  
(Spain)



**Jane Ferrari**  
Winemaker/Storyteller  
Yalumba  
(Australia)



**Dlynn Proctor**  
North American Wine Ambassador (and star of SOMM)  
Penfolds  
(Australia: Barossa)



**Ray Signorello**  
Proprietor/Winemaker  
Signorello Estate Winery  
(USA: California)



**John Skinner**  
Proprietor  
Painted Rock  
(British Columbia: Okanagan)



**Charles Smith**  
Proprietor  
Charles Smith Wines  
(USA: Washington State)



**Daniel Castaño**  
Export Director & Family Member  
Familia Castaño  
(Spain)



**Sergio Zingarelli**  
Proprietor  
Rocca delle Macie  
(Italy)

# THE STOVE STARS ARE HERE



**David Hawksworth**  
Hawksworth Restaurant  
*(Photo courtesy of Hawksworth Restaurant)*

Over 50 of the province's most celebrated chefs, restaurants, hotels and caterers take part in the festival, staging winery dinners or lunches or hosting food stations at the acclaimed Vintners Brunch. Some of the all-star chefs and restaurants participating in recent festivals include:



**Alex Chen**  
Boulevard Kitchen & Oyster Bar  
*(Photo from boulevardvancouver.ca)*



**Frank Pabst**  
Blue Water  
*(Photo from bluewatercafe.net)*



**Pino Posteraro**  
Cioppino's Mediterranean Grill  
*(Photo courtesy of Cioppino's Mediterranean Grill)*



**Quang Dang**  
West



**Chris Whittaker**  
Forage  
Silver, 2015 Vintners Brunch pairing competition



**Vikram Vij**  
Vij's

# EVENTS

## INTERNATIONAL FESTIVAL TASTINGS



The heart of the Vancouver International Wine Festival is the Tasting Room at the Vancouver Convention Centre. Over 18,000 people attend six tasting sessions there on Thursday, Friday and Saturday of festival week.

There are four International Festival Tastings for the public, offering ~750 wines by 160 wineries, and two Trade Tastings, at which an additional 150+ wines are poured. Festivalgoers who discover wines they like may buy them at BC Liquor Stores' onsite festival wine shop and have them shipped for free to their local BC Liquor Store.

*"Besides the, oh, 1,750-ish wines being poured by winemakers and principals from 170 wineries, there's nothing like enjoying the big-city buzz of the room at Vancouver Convention Centre West, with that jaw-dropping view of the harbour."*

*Kurtis Kolt, The Georgia Straight*



# EVENTS

## SEMINARS, DINNERS AND MINGLERS



Nearly 50 special events orbit the Tasting Room. The lineup includes seminars, tutored tastings, dinners, lunches, wine minglers and more. The eight-day festival kicks off with Bacchanalia Gala Dinner + Auction on the Saturday before festival week, and wraps up on Sunday. Some 700 wines, in addition to those served at the big tastings, are offered at special events.



# VIWF TRADE DAYS CONFERENCE

## 3 DAYS – THE TOP WINE TRADE EVENT IN CANADA



The three-day Trade Days Conference (Feb 27, 28, Mar 1) brings together 7,000 wine business trendsetters and influencers behind Vancouver's dynamic wine and fine dining scene. There are 12 trade-only events at Vancouver Convention Centre, including masterclasses, seminars, a plenary, lunches and awards, a symposium and two Trade Tastings.



*The 2017 Spirited Industry Professional Award went to Harry McWatters, a 49-year veteran of the B.C. wine industry*



*VIWF's Sommelier of the Year for 2017 is Shane Taylor, wine director at CinCin Ristorante + Bar*

# Bacchanalia

## GALA DINNER + AUCTION

Saturday Night! Feb 23, 2019



The high-net-worth attendees at **Bacchanalia Gala Dinner + Auction** happily pay, say, **\$10,000 for a rare bottle of 1906 Château Latour** or **\$20,000 for a celebrity dining experience at Vij's Restaurant**. Recent auctions have offered a **\$7,000 bottle of 1949 Château Haut-Brion** and a **1982 Bordeaux Collection** of Mouton Rothschild, Margaux, Cheval Blanc and Latour Haut Brion valued at **\$9,750**, to name a few. Bacchanalia Gala, which annually launches the Vancouver International Wine Festival, is one of the most spectacular events in the city. In addition to the serious wine and magnificent epicurean feasts and travel on auction, guests enjoy a fabulous five-course dinner paired with 10 wines at the Hotel Vancouver. All gala proceeds benefit Bard on the Beach Shakespeare Festival.



# SPONSORSHIP OVERVIEW



We tailor our sponsorship packages to suit the objectives and budgets of our sponsors. And we knock ourselves out to help make your sponsorship work for you. We want our sponsors to profit from their association with the festival. Let's discuss what you want your sponsorship to achieve and we'll suggest dynamic opportunities for your consideration. We love to start the conversation with, "As a festival partner, if you could have anything (i.e. sponsor benefit) you wanted, what is it?" Prices range from **\$5,000 to \$100,000+**.

Your suite of benefits might include:

- **Experiential marketing, display and sampling opportunities** for festivalgoer engagement
- **Corporate entertainment** at premium (and sold out) events, big or small
- **Brand recognition**
  - Increase your profile by sponsoring a platform that works for you – a tasting or other event, an award or program
  - Logo, wordmark and/or editorial recognition in our \$500,000 marketing initiatives, including ad campaign, website, e-newsletters, brochures and tasting program
  - Promotional and editorial opportunities via our social media channels
- **Category exclusivity**

# EXPERIENTIAL MARKETING



*Food services distributor Sysco served delicious chef-crafted small plates.*

A booth in the Tasting Room allows you to interact with nearly 18,000 festivalgoers. Top sponsors receive priority placement.



*The Vancouver Sun leverages its sponsorship to increase ad sales. At the booth, festivalgoers sample wines selected by wine writer Anthony Gismondi and redeem Sun "passports" for rewards.*



*Wine educator DJ Kearney gets passionate about her favourite subject*



*Terra Breads serve their stone-heat baked breads.*



*FIJI Water samples its premium waters to festivalgoers.*



*Festivalgoers get VIP treatment in the Delta Air Lines Tasting Lounge*

# ENTERTAINMENT AND HOSPITALITY

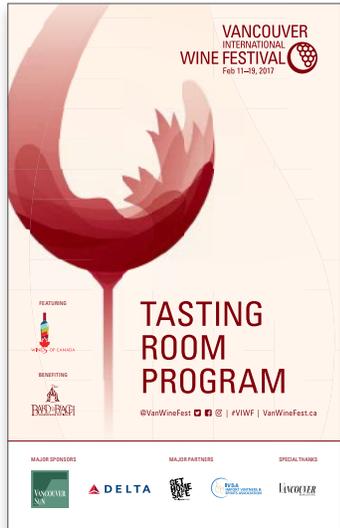


Most events at the Vancouver International Wine Festival sell out, often on the first day tickets go on sale. Treat your guests to this hot-ticket festival through sponsor-exclusive entertainment opportunities. Some ideas:

- A proprietary event created especially for your company
- Tickets to the invitation-only Festival Toast
- Tickets to the exclusive Delta Air Lines Tasting Lounge
- Tickets to the International Festival Tastings
- Exclusive sommelier-guided tours of the tastings
- Tickets to your sponsored event
- Table(s) with priority placement at Bacchanalia Gala Dinner + Auction
- Advance buying opportunity for other events



# BRAND RECOGNITION



VanWineFest's ~\$500,000 marketing initiatives allow plenty of opportunity for sponsor recognition. Wherever possible, branding, such as logo, wordmark and/or editorial recognition, is integrated into your sponsored platform, allowing your brand to stand out onsite or in publications. When your platform is promoted within a VanWineFest communiqué – whether that's online promotion, a print ad, promotional brochure, e-news blast or tasting program, for example – your logo will appear in the platform portion whenever possible.

## FESTIVAL PUBLICATIONS AND COMMUNICATION ASSETS

Most publications, including digital publications, offer ad space, logo recognition and editorial reference to sponsors. These are **available exclusively to sponsors**, with the exception of the Tasting Program, which accepts ads for products non-competitive with sponsors. Some benefits, such as ads in the promotional brochure, are available to major sponsors only.



- **Website** – 85,600 visits; 288,800 page views; 53,600 unique visitors
- **Promotional (consumer events) brochure** – 11,000 printed
- **Trade Days Conference brochure** – 3,000 printed
- **E-News** – 7,250 subscribers including 1,000 trade subscribers; ~25 e-news annually. Average 45% open rate.
- **Tasting Program** – 8,000 printed, ~64 pages
- **Festival app** (iOS and Android) 1,800 installations
- **Paid and in-kind media** – print and online media budget \$350,000
- **Earned media (editorial)** – 84.6 million impressions

# SOCIAL MEDIA

8.1+ million potential reach • 1 million tracked impressions

## TWITTER

- 12,200 followers, 200,000 impressions

View more at [@VanWineFest](#)

## FACEBOOK

- 4,145 likes, 700,000 impressions

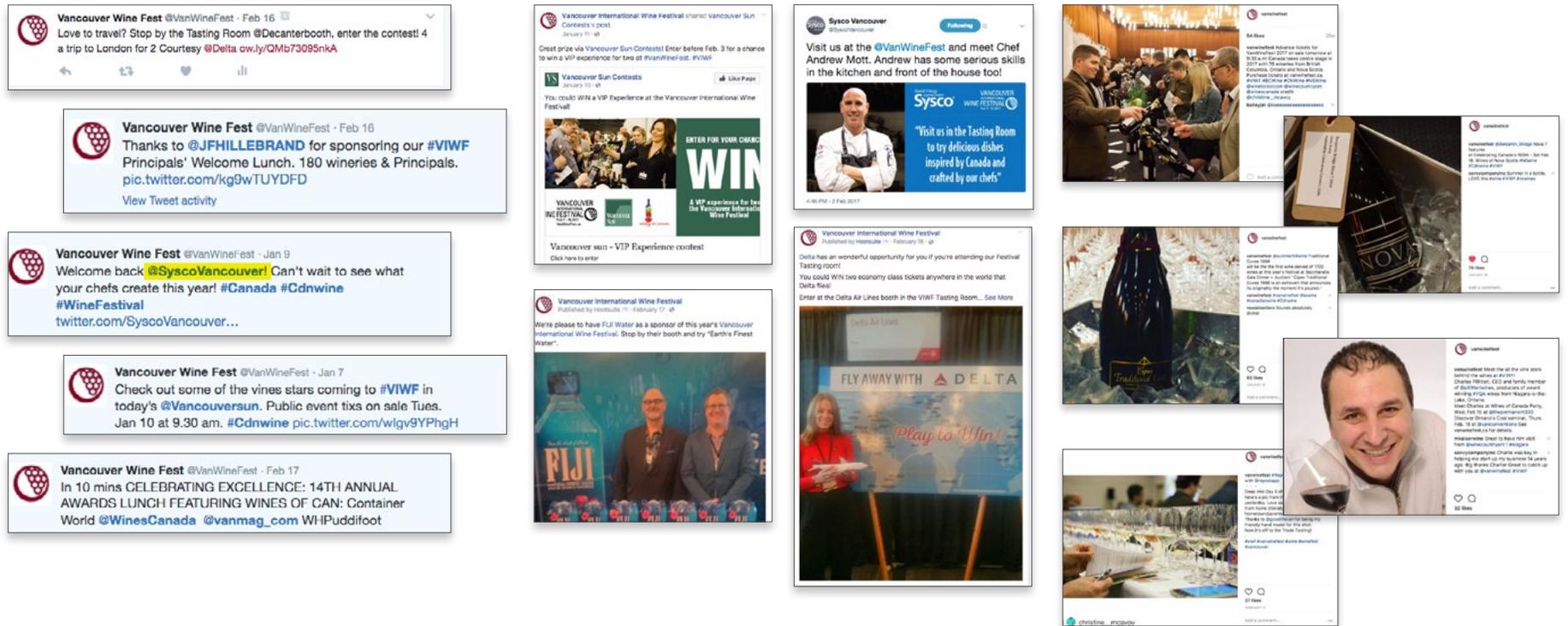
View more at [facebook.com/VanWineFest](#)

## INSTAGRAM

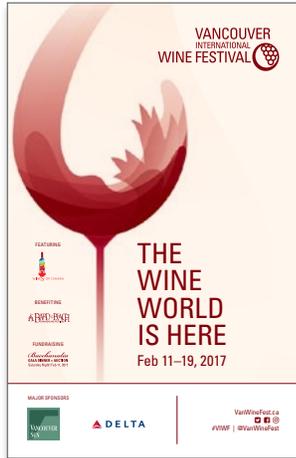
- 1,300 followers to date

View more at [facebook.com/VanWineFest](#)

Accelerate your impact through VanWineFest's social media platforms. We not only engage with festivalgoers, 80 percent of whom hail from the Metro Vancouver area, but with other wine lovers, and producers, from across Canada and around the world. We can provide impactful and innovative platforms that enable engagement with your target market.



# PUBLICATIONS



Promotional brochure (11,000)



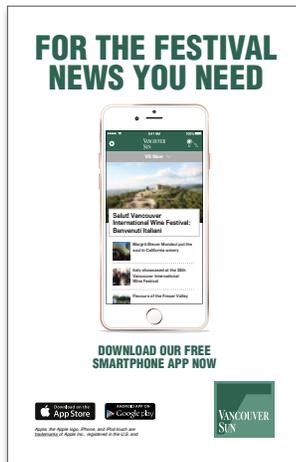
Trade Days Conference brochure (2,000)



Acura Tasting Room program (8,000)

Major supporters receive complimentary ads in the brochures. All sponsors have the option of placing an ad in the Tasting Room program. And, of course, all sponsor logos appear on the sponsor recognition pages.

To download a publication, click on the cover or link.



Ad samples from promotional brochure





# PROPRIETARY PLATFORMS



Some options:

- Presenting sponsor of VIWF
- Title sponsor of the Tasting Room, the most valuable real estate at the festival
- Title or presenting sponsor of Bacchanalia Gala Dinner + Auction
- International Festival Tastings (four public tastings - choose one, or all four. These are the festival's biggest events.)
- Volunteer program (branded aprons or shirts – 400 “mobile billboards”). Highly visible and often photographed
- Pouring Team volunteers (exclusive seminars and tastings; branded aprons)
- Wine minglers
- Special Events



## NEXT STEPS



We would love to meet with you to discuss sponsorship of the Vancouver International Wine Festival.

Please contact us at [Sponsors@VanWineFest.ca](mailto:Sponsors@VanWineFest.ca)