

AREA 8 CONSERVATION AREA

# HOPS and Harvest FESTIVAL

OCTOBER 13-15

#HOPSANDHARVEST



# SPONSORSHIP PACKAGE



# ABOUT HOPS & HARVEST

Hops & Harvest is a fall festival that features local food, beverage, and marketplace vendors, all enjoyed in the great outdoors with the beautiful Niagara escarpment as the backdrop.

Inspired by the changing colours of the escarpment, the patchwork of farm fields, and the abundance of fresh farmers' market produce, Hops & Harvest is a unique opportunity to hike the trails, admire the spectacular lake and scenery, as well as support local small businesses.

Now in its fifth year, Hops & Harvest has become our marquee fall event. For the second year, we'll be hosting it at our newest park, Area 8.

## BY THE NUMBERS

- Hops & Harvest welcomes over **5000** guests each year—and growing!
- Conservation Halton boasts a social media following of over **60,000** engaged followers.
- The robust Hops & Harvest marketing spend includes a broad scope of media including radio, digital and billboards ads. In addition, we also reach out to our e-newsletter and direct e-mail list of past attendees. These efforts, altogether, garner over **3 million** impressions across the GTHA.

Note: Guests pay event admission fees to attend.



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# PRESENTING SPONSOR

## \$20,000

- Name associated with Festival Logo (“Hops & Harvest brought to you by...” )
- Logo on entrance wall and event signage throughout festival grounds
- Onsite presence 10’ x 20’ space
- Logo on homepage of Hops & Harvest website
- Social media mention in advance, day of, and post-event
- Advertising in Newsletter
- Mention in all press release materials
- Up to 100 VIP passes for your team or guests  
*Includes: Admission, activity passes, sampling tokens, and more*
- Invite to VIP Session on Friday night



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## DAILY ENTERTAINMENT SPONSOR

**\$10,000**

- On-stage recognition ("Thank you to ...")
- Logo on entrance wall and event signage throughout grounds
- Signage on-site near stage
- Social media mention in advance, day of, and post-event
- On-site presence 10' x 10' space near stage
- Logo on Hops & Harvest website
- Up to 50 VIP passes for your team or guests  
*Includes: Admission, activity passes, sampling tokens, and more*



## KID ZONE SPONSOR

**\$7,500**

- On-site logo presence at the Kid Zone play and entertainment area
- Logo on entrance wall and event signage throughout grounds
- Social media mention in advance, day of, and post-event
- On-site presence 10' x 10' space
- Logo on Hops & Harvest website
- Up to 25 VIP passes for your team or guests  
*Includes: Admission, activity passes, sampling tokens, and more*



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## OTHER SPONSORSHIP OPTIONS

	<b>BARREL SPONSOR</b> \$5000	<b>KEG SPONSOR</b> \$2500	<b>GROWLER SPONSOR</b> \$1500	<b>PINT SPONSOR</b> \$500
Logo presence at entrance wall	●	●		
Logo presence on event signage throughout event grounds	●	●	●	●
Social media recognition	●	●	●	●
Logo on Hops & Harvest website	●	●	●	●
Recognition on activation signage	If applicable	If applicable	If applicable	
Advertising in Newsletter	●			
Invite to Friday VIP session	●	●		
Complimentary VIP admissions to Hops & Harvest	20	15	10	5
On-site presence with 10'x10' space	●	●	●	

### LOOKING FOR SOMETHING A BIT MORE SUITED TO YOUR BRAND?

We will gladly work with you and your company to create a customized sponsorship package that will fit your current marketing goals and objectives, and effectively market your brand to our audience.

**Custom sponsorships can be created by blending any of the above sponsorship options.**

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# SPONSORSHIP INFORMATION

If you are interested in being a sponsor for our Hops & Harvest Festival, please complete the information below:

CONTACT NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

## Interested Featured Sponsorship:

- Presenting Sponsor
- Daily Entertainment Sponsor
- Kid Zone Sponsor

## Interested Supporting Sponsorship:

- Barrel Sponsor
- Keg Sponsor
- Growler Sponsor
- Pint Sponsor

*Thank you for your interest! If you have any questions, e-mail our Coordinator, Corporate & Special Events: [dknebel@hrca.on.ca](mailto:dknebel@hrca.on.ca). Our events coordinator will be in touch with you to discuss your interest in sponsorship.*

You can also visit [conservationhalton.ca/hopsandharvest](http://conservationhalton.ca/hopsandharvest) to learn more or to become a sponsor.

**Complete the form and email your application to:**

Darron Knebel  
[dknebel@hrca.on.ca](mailto:dknebel@hrca.on.ca)

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