



Dockside Festival OF THE ARTS

2018 Sponsorship Opportunities

About the Festival

Dockside Festival of the Arts is celebrating its 27th season. This juried artisanal arts and crafts show showcases unique products and handmade craftworks, and has over the years grown into a fun-for-the-entire-family event, including LIVE musical entertainment, gourmet food vendors, craft beer, music and entertainment lounge, artistic activities for kids and more. This event is coordinated by the Gravenhurst Chamber of Commerce.

Dockside Festival hosted about 100 vendors last year and attracted over 5000 customers to the Gravenhurst Muskoka Wharf, Special Events Field. Building on last year's success, entrance to the show will again be by donation - and each day, those donor names will be entered into a raffle to win a gorgeous gift basket full of vendor donated items. We will be giving away one per day!

Why Become a Sponsor?

- Connect with other businesses, local & seasonal residents, cottage owners etc.
- Opportunity to provide on-location display booths and speak to potential customers face to face
- Be promoted as a community supporter
- Increase business brand awareness through festival extensive marketing plan

Our goal as organizers is to coordinate a show that appeals to the distinctly Muskoka cottage culture, while providing high quality craftworks and weekend long entertainment, encouraging guests to stay longer at the event.

The Dockside Vendors

Dockside Festival is a popular arts and crafts festival that has been drawing visitors for more than 26 years. We strive to ensure that the juried vendors are attracting the proper target audiences, to increase the number of quality vendors for those customers looking to have an enjoyable shopping experience.

As in prior years, this year we are continuing to support our vendors in the following ways:

- Thursday evening Vendor Appreciation Party
- Pods of four vendor booths, opening up two sides for public viewing
- Food and music lounge with LIVE music
- Event marketing campaigns across the province including online
- Vendor packages including coupons, maps etc.
- Option for product giveaways
- Admission by donation
- Coffee at the front gate

AVAILABLE SPONSORSHIPS

TITLE SPONSORSHIP - Veridian

SOLD - *Total Exposure Value: \$6600*

- Co-exclusive radio spots for all Docksider Festival advertisements, including the morning show, contests, promotions, etc. on local radio - **\$2000 Value**
- Large, front and center logo on print & promotional material - **\$1600 Value**
- Business recognition in ALL social media relating to Docksider Festival of the Arts - **\$1000 Value**
- Free booth and prime location/event exposure, including signage throughout park - **\$400 Value**
- Business recognition in all press releases – 2-3 to be completed - **\$300 Value**
- Full page sponsor bio in Festival Program and www.docksidefestival.com - **\$300 Value**
- Logo in all email blasts relating to Docksider Festival - **\$200 Value**
- Front and center logo on Docksider Festival Program - **\$200 Value**
- Exclusive right to say “NAME Docksider Festival of the Arts **Priceless**

ABSTRACT ARTISAN SPONSORSHIP

\$2500 (1 Available) - Total Exposure Value: \$5100

- Co-exclusive radio spots for all Docksider Festival advertisements, including LIVE on the morning show, contests, promotions, etc. - **\$2000 Value**
- Medium logo on print & promotional material - **\$1200 Value**
- Business recognition in select social media relating to Docksider Festival of the Arts - **\$750 Value**
- Free booth and prime location/event exposure, including signage throughout park - **\$400 Value**
- Business recognition in all press releases – 2-3 to be completed - **\$300 Value**
- Logo in all email blasts relating to Docksider Festival - **\$200 Value**
- Half page sponsor bio on www.docksidefestival.com - **\$150 Value**

ONLY IN MUSKOKA SPONSORSHIP

\$1500 (Multiple Available) - Total Exposure Value: \$3550

- Medium logo on all print & promotional material - **\$1200 Value**
- Business recognition in select social media relating to Docksider Festival of the Arts - **\$750 Value**
- Radio recognition on all LIVE morning shows, promotions etc. - **\$500 Value**
- Free booth and prime location/event exposure, including signage throughout park - **\$400 Value**
- Business recognition in all press releases – 2-3 to be completed - **\$300 Value**
- Logo in all email blasts relating to Docksider Festival - **\$200 Value**

TARGETED TREND SPONSORSHIP (for those who wish to sponsor, but cannot set up a booth)

\$1000 (Multiple Available) - Total Exposure Value: \$2950

- Small logo on all print & promotional material - **\$1000 Value**
- Business recognition in select social media relating to Docksider Festival of the Arts - **\$750 Value**
- Radio recognition on all LIVE morning shows, promotions etc. - **\$500 Value**
- Business recognition in all press releases – 2-3 to be completed - **\$300 Value**
- Logo in all email blasts relating to Docksider Festival - **\$200 Value**

HUMBLY HANDMADE SPONSORSHIP

\$500 (Multiple Available) - Total Exposure Value: \$1600

- Small logo on print & promotional material - **\$1000 Value**
- Free 10 x 10 booth and prime location/event exposure - **\$300 Value**
- Signage throughout park - **\$400 Value**

Please contact us if you would like us to develop a sponsorship that best suits your needs!

~Please fill out the following page to secure your sponsorship~

Company Name: _____

First Name: _____ Last Name: _____

Bus. Tel: _____ Cell: _____ Fax: _____

E-mail: _____

Payment by

Cheque (Made out to The Gravenhurst Chamber of Commerce)

Email transfer to manager@gravenhurstchamber.com

Or call 705-687-4432 to pay by credit card

VENDOR/SPONSOR APPLICATION TERMS AND CONDITIONS

I _____ fully understand and further agree to abide by the following rules and regulations established for the 27th Annual Veridian Dockside Festival of the Arts being held August 17, 18 and 19th, 2018.

- Applicants will be subject to acceptance by the Gravenhurst Chamber of Commerce.
- Vendors must have their booths set up at least ½ hour before the 10:00am start time (unless otherwise specified) – gate opens at 7:00am for set up.
- Vendor booths must be open for the hours stipulated.
- Vendor placement is at the discretion of the organizing committee - returning spots are not guaranteed.
- Food vendors must be inspected by the Muskoka-Parry Sound Health Unit in order to participate in this event.
- Food vendors must obtain the correct permits issued by the Town of Gravenhurst.
- Vendor will adhere to the set-up and tear-down times established by the organizers.
- Vendor will accept all responsibility for collection of government taxes.
- Vendor will accept responsibility for their own merchandise and will arrange own insurance.
- Vendor releases the show management/organizers and sponsors, along with any volunteers or employees, from injury or damage incurred by the exhibitor and their agents. Show management/organizers are released from all liability and responsibility for theft, damage, or accidents with regard to all exhibitor displays prior to, during and/or after the show. Product liabilities, guarantees, and insurance are the sole responsibility of the exhibitor.
- Vendor will keep their space in an orderly manner throughout the entire day and will remove garbage at the end of the show.
- Vendors will bring their own weights to ensure their tent is safely secured (no stakes are permitted!).
- Vendors acknowledge that the show management/organizers reserve the right to alter the exhibit floor plan as required without prior notice or consent prior to.
- Vendors will not bring pets on site or leave pets in vehicles, and acknowledges that the local OSPCA may be called.

I have read and fully understand all terms and conditions as outlined above.

Signature: _____ Date: _____

The Gravenhurst Chamber of Commerce
275 Muskoka Road South, Gravenhurst ON P1P 1J1
For more information about sponsorships, contact Tara Doyle
Ph: 705-687-4432 Email: marketing@gravenhurstchamber.com

