

NIAGARA GRAPE & WINE FESTIVAL

SPONSORSHIP OPPORTUNITIES 2023-24



Three Festival Series, One Goal

What began as a small harvest festival in 1951 celebrating Niagara’s grape harvest and early efforts in the wine industry is now not just Canada’s oldest wine festival, but also its largest.

Today, Niagara Grape & Wine’s three, month-long festival series draw over 125,000 visitors to Niagara Wine Country. While each series is unique, there’s a shared heartbeat pumping proudly through them all, uniting and exciting guests around the pillars of:

Community | Connection | Wine | Food | Live Entertainment | Fun



ICEWINE SERIES

January

Gala | Wine & Dine Series |
Discovery Pass
10,000 guests



SUMMER SERIES

June

Tailgate Party | Lakeside
Brunch | Discovery Pass
3,500 guests



GRAPE & WINE FALL SERIES

September

Wine & Culinary Village | Grande
Parade | Wine & Dine Series | Discovery
Pass
100,000 guests

Each festival invites guests to step into Niagara Wine Country life and enjoy a unique blend of immersive events, including:

- Winery Tasting & Touring Events
- Wine & Food Pairing Events
- Live Culinary Demonstrations
- Community Parades
- Concerts
- Immersive Art Exhibits
- Family-friendly Programming

From premium wine lounges and craft cocktail bars to cooking stages and family fun zones, opportunities abound for sponsors to find creative and impactful ways to promote their brand and connect with target customers

100,000+
annual festival
attendees



BIZBASH
**TOP
100**
EVENTS IN CANADA



50 million
social media impressions

\$25m
annual
economic
impact to
Niagara



Featured in
Forbes, BlogTO
Globe and Mail,
Narcity, National
Geographic,
Decanter, and
many more!



90,000
annual winery visits



25%
anticipated
increase in
attendance

57,448
digital and
social media
subscribers



festival

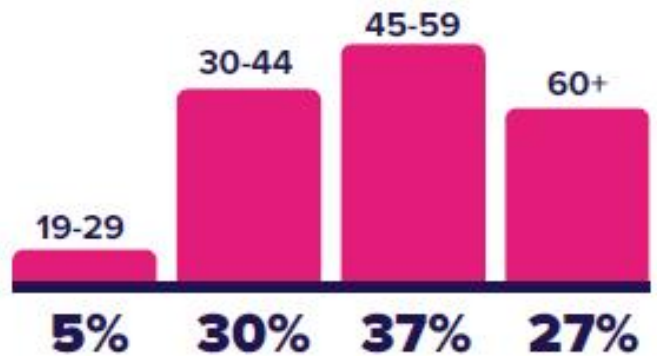
ATTENDEES



100,000+
guests annually



25% 73% 2%



40% GTA
36% Niagara
15% SW Ontario
9% Other Canada



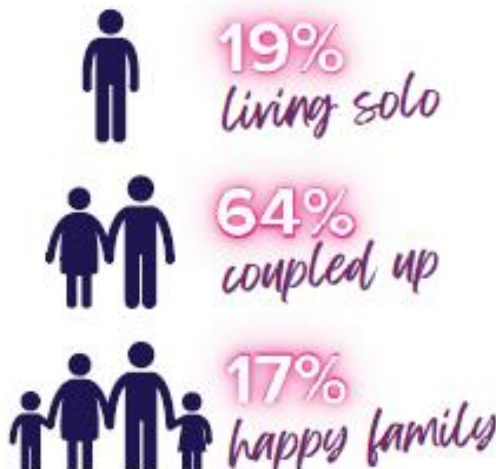
53%
of guests
stayed
overnight
in Niagara

- wine tasting **94%**
- local food + drink **83%**
- travel **73%**
- live music **67%**
- outdoor activities **65%**
- camping/cottage **48%**
- shopping **47%**
- theatre **46%**
- pets **37%**
- fine arts **34%**
- sports + fitness **33%**
- family attractions **24%**

GUEST INTERESTS

HOUSEHOLD INCOME

<\$100K	38%
\$100K-\$150K	26%
\$150K-\$200K	19%
\$200K+	17%



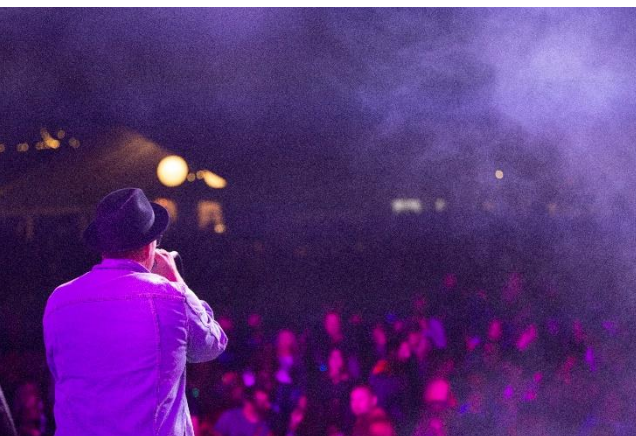
in the market for...

- Ontario travel **82%**
- International travel **68%**
- Canadian travel **65%**
- Home renovations **35%**
- Financial planning **26%**
- Education **19%**
- Wine club **15%**
- Real estate **13%**
- Vehicles **12%**
- Family products **5%**

SPOTLIGHT: The Niagara Grape & Wine Fall Festival

September 8-30, 2023 | St. Catharines + across Niagara

Welcoming over 100,000 guests each year, the Niagara Grape & Wine Festival is the heartbeat of the fall season, uniting and exciting guests with over 20 days of immersive events.



FALL FESTIVAL EVENTS '23

MONTEBELLO PARK | THE FESTIVAL HUB SEPT 15-17, 22-24

Wine & Culinary Village

The Festival Main Stage at Montebello

Food + Drink Marquee

The Harvest Lounge

In Good Spirits Cocktail Lounge

VIP Cabanas in the Park

Sunday Brunch in the Park

Family Fun Zone

REGIONAL PROGRAMMING

TGIF (Thank God it's Festival) Kick-Off Event

Vine & Dine Event Series

Grape & Wine Discovery Pass Touring Program

CAA Travel Grande Parade

Pied Piper & Pups Parade

GRAPE & WINE FALL SERIES CUSTOMER PROFILES:

- **The Social Explorer:** Highly social and enthusiastic, these guests are looking to make memories with friends and participate in high-energy, engaging experiences.
- **The Group Traveler:** Always chasing the next road trip or girl's getaway, these guests value time spent with friends and family
- **The Rural Tourist:** These travellers seek places with space to spread out, and Wine Festival events showcasing individual wineries deliver
- **Family Fun Seekers:** Looking to enjoy time with children or grandchildren, the Wine Festival's family-friendly activities make it easy and affordable to find fun with the kids



SIGNATURE EVENTS:

Montebello Park Experience

- September 15 – 17 & 22 - 24
- Over 50,000 guests

With a rocking live concert series, over 40 wine and food stations, wine and food seminars, an activity-filled Family Fun Zone, and premium seating experiences including the Harvest Lounge, In Good Spirits Lounge, and Wine Cabanas, Montebello Park becomes Niagara's most happening address each September.

Grape & Wine Parades

- The Pied Piper & Pups Parade – September 16
- The Grand Parade – September 23
- Over 50,000 spectators

The Pied Piper & Pups Parade kicks off the first weekend of the Grape & Wine Festival with a kid-focused theme, creative costumes, and fun ways to get families involved. The following weekend, the Grande Parade, which has been rolling through the streets of Downtown St. Catharines for over 70 years, attracts spectators from near and far to connect as a community and watch the parade's thousands of musicians, dancers, acrobats, entertainers, and floats.

Discovery Pass Touring Program

- September 8-10, 15-17, 22-24
- Over 5,000 participants

Discovery Pass holders are invited to build a personalized wine touring route around six delicious wine and culinary experiences from their choice of approximately 35 participating wineries throughout Niagara Wine Country for one low, all-inclusive price.

SPOTLIGHT: The Icewine Series

January 12-28, 2024 | Niagara Falls + across Niagara

Each January, the Niagara Icewine Festival welcomes visitors from around the world to revel in the magical world of Icewine. With its luscious sweetness and intense flavors, Icewine has gained international acclaim, and the Niagara region has become renowned as a premier producer of this liquid gold. A month-long celebration including snow-covered vineyard walks, Icewine and culinary experiences and the extravagant Cool As Ice Gala pay homage to this uniquely Canadian wine.



ICEWINE SERIES CUSTOMER PROFILES:

- **The Wine Wise:** Extremely interested in what's in their glass, these guests seek insider experiences that bring them closer to the beverage they love
- **The Sophisticated Sojourner:** This guest is drawn to luxury and exclusivity. Their passion lies in showcasing their style, accessing behind-the-scenes opportunities, and sharing their experiences on social media.
- **The Eating Explorer:** Eager to try the latest food and drink trends, travel plans for these guests are always closely tied to what's on their plate and in their glass
- **The Culture Chaser:** Authentic experiences attract this guest, who seeks quintessential Canadian experiences. From art to music, architecture to landscapes, this guest immerses themselves in the destination and drinks up its offerings.



SIGNATURE EVENTS:

Cool As Ice Gala

- January 12, 2024
- Niagara Park Power Station, Niagara Falls
- 1,000 guests

An immersive celebration showcasing Ontario's signature flavours through VQA Icewines, cocktails and mocktails, and farm-to-table fare, set a century-old historic building, the Niagara Parks Power Station. A feast for the senses, the event includes live symphony performances, wearable art performers, a 360-degree light show and access to The Tunnel - which offers a unique perspective and unparalleled views of Niagara Falls from 180-feet below ground

Discovery Pass Touring Program

- January 12-14, 19-20, 26-28
- Over 7,500 participants

The Niagara Icewine Discovery Pass offers an enchanting winter experience with its self-guided tour of the snow-blanketed vineyards of Niagara. Pass holders design their route around six curated Icewine and food pairings designed by chefs to highlight this unique and spectacular wine. With over 35 wineries participating annually, there is plenty to explore.

SPOTLIGHT: The Summer Series

June 21-30, 2024 | Niagara-on-the-Lake + across Niagara

The kick-off to summer in Niagara Wine Country, this festival invites guests to step into the story of their favourite wine. Immersive, lighthearted events showcase and celebrate the viticulture, vineyards, and grape growers of Ontario in a way that makes learning about the wines you love an experience that's casual, tasty and fun.

SUMMER SERIES CUSTOMER PROFILES:

- **The Rural Tourist:** These travelers seek places with space to spread out, and Wine Festival events showcasing individual wineries deliver
- **The Adventure Lover:** Taking advantage of Niagara's fantastic cycling and hiking trails may be their first priority, but Festival events allow these travelers to blend wine with their wanderlust
- **The Group Traveler:** Always chasing the next road trip or girl's getaway, these guests value time spent with friends and family
- **The Eating Explorer:** Eager to try the latest food and drink trends, travel plans for these guests are always closely tied to what's on their plate and in their glass



SIGNATURE EVENTS:

TD Tailgate Party

- June 22, 2024, | 1,500 guests

This rustic, casual and all-inclusive event invites guests to get to know their favourite wines while enjoying a relaxed evening in a Niagara vineyard. Set to a soundtrack of live music, guests wander between each winery's tailgate or tractor station to taste reds, whites and sparklings as they snack on summer bites from local chefs showcasing their elevated takes on backyard barbecue and back-porch fare.



Brunch by the Lake

- June 30, 2024, | 500 guests

Guests at this all-inclusive Top Chef-style alfresco picnic event savour 8 beautiful brunch and wine offerings created by dynamic chef and VQA winery duos before casting their vote for their favourite award-worthy pairing. Dotted with picnic blankets (standard) and linen-covered tables with colourful umbrellas (upgraded), the lakeside setting for this event offers endless inspiration for the social media set.



Discovery Pass Touring Program

- June 21-23, 28-30 | 1,500 participants

Discovery Pass holders are invited to experience the first tastes of summer with a seasonal, self-guided wine touring route that includes six delicious wine and culinary experiences.

2023-24 Partnership Opportunities

Premium Festival Sponsor

PREMIUM FESTIVAL SPONSOR - \$75,000

Premium sponsor recognition at all three Festival Series throughout the 2023-24 season, including:

- Grape & Wine Fall Festival: Presenting Sponsor of Montebello Park Wine & Culinary Village
- Icewine Series: Presenting Sponsor of The Cool As Ice Gala
- Summer Series: Presenting Sponsor of Brunch by the Lake

BRAND ACTIVATION OPPORTUNITIES:

- Activation Space (10'x20') in Montebello Park for 6 days during Fall Festival*
- Logo included on all wine and culinary signage at above events
- Logo included on all menus and print collateral relating to above events
- Sponsor logo on napkins for above events (one-colour imprint)
- Ability to place sponsor-provided signage and activation pieces throughout the event sites in primary locations (items and locations to be mutually agreed upon)

**activation to be mutually agreed upon, with the goal of entertaining and/or delighting guests. All activation expenses are those of the sponsor*

MARKETING PROGRAM:

- Logo on the Premier Sponsor Section on the Festival Website year-round
- Presenting sponsor status recognized in all media relations and communications pieces for above stated events
- Full page ad and logo on the Sponsor Page of the Festival Program
- 24 social media shares/reposts of sponsor content
- 30-second commercial* to air on video screens in Montebello Park - 4x daily
- 2 e-newsletter features (audience 20,000 each)
- Logo included in sponsor reels and signage at all events

**All materials to be provided by Sponsor*

HOSPITALITY PROGRAM:

- Private 5 course dinner for 8 guests with premium VQA wine pairings at selected Niagara restaurant, hosted by chef and sommelier
- 25 All-Access VIP lanyards for Grape & Wine Fall Festival; includes commemorative wine glass and daily access to Harvest Lounge OR 100 single day Harvest Lounge Access Passes
- Entrance via private VIP Montebello Park for these guests, including sparkling wine welcome daily
- 4 complimentary VIP Cabanas during Fall Festival, including 2 bottles of VQA wine
- 12 Discovery Passes for each Discovery Pass (Fall, Icewine, Summer)
- 12 tickets to the Cool As Ice Gala (January 2024)
- 20 tickets to the Brunch by the Lake (June 2024)

2023-24 Partnership Opportunities

Gold Festival Sponsor

GOLD FESTIVAL SPONSOR - \$50,000

Premium sponsor recognition at two Festival Series throughout the 2023-24 season, including:

- **Grape & Wine Fall Series:** Presenting Sponsor of one of the following:
 - Harvest Lounge – This ticketed premium seating space offers Grape & Wine guests an elevated option in a century-old pavilion overlooking the Park and Main Stage
 - In Good Spirits Cocktail Lounge - This meticulously styled cocktail lounge set amongst a 100-year-old rose garden offers a Bohemian vibe and creative VQA wine-based cocktails for guests to purchase
 - VIP Cabanas - Private tents outfitted with stylish furnishings, lighting, and a personal wine butler
- **Icewine Series:** Presenting Sponsor of The Cool As Ice Gala

BRAND ACTIVATION OPPORTUNITIES:

- Activation Space (10'x20') in Montebello Park for 6 days during Fall Festival*
- Logo included on all wine and culinary signage at above events
- Logo included on any menus and print collateral relating to above events
- Ability to place sponsor-provided signage and activation pieces throughout the event sites in primary locations (items and locations to be mutually agreed upon)

**activation to be mutually agreed upon, with the goal of entertaining and/or delighting guests. All activation expenses are those of the sponsor*

MARKETING PROGRAM:

- Logo on the Gold Sponsor Section on the Festival Website year-round
- Presenting sponsor status recognized in all media relations and communications pieces for above stated events
- Full page ad and logo on the Sponsor Page of the Festival Program
- 12 social media shares/reposts of sponsor content
- 30-second commercial* to air on video screens in Montebello Park - 4x daily
- 2 e-newsletter features (audience 20,000 each)
- Logo included in sponsor reels and signage at all events

**All materials to be provided by Sponsor*

HOSPITALITY PROGRAM:

- Private 5 course dinner for 8 guests with premium VQA wine pairings at selected Niagara restaurant, hosted by chef and sommelier
- 12 All-Access VIP lanyards for Grape & Wine Fall Festival; includes commemorative wine glass and daily access to Harvest Lounge OR 50 single day Harvest Lounge Access Passes
- Entrance via private VIP Montebello Park for these guests, including sparkling welcome
- 4 complimentary VIP Cabanas during Fall Festival, including 2 bottles of VQA wine
- 12 Discovery Passes for each Discovery Pass (Fall, Icewine, Summer)
- 8 tickets to the Cool As Ice Gala (January 2024)

2023-24 Partnership Opportunities

Gold Event Sponsor

GOLD EVENT SPONSOR - \$25,000

Premium sponsor recognition at one Festival Series throughout the 2023-24 season. Choose either:

- **Grape & Wine Fall Series:** Presenting Sponsor of one of the following:
 - **Harvest Lounge** – This ticketed premium seating space offers Grape & Wine guests an elevated option in a century-old pavilion overlooking the Park and Main Stage
 - **In Good Spirits Cocktail Lounge** - This meticulously styled cocktail lounge set amongst a 100-year-old rose garden offers a Bohemian vibe and creative VQA wine-based cocktails for guests to purchase

OR

- **Icewine Series:** Presenting Sponsor of The Cool As Ice Gala

BRAND ACTIVATION OPPORTUNITIES:

- Activation Space (10'x20') in Montebello Park for 6 days during Fall Festival*
- Logo included on all wine and culinary signage at above events
- Logo included on any menus and print collateral relating to above events
- Ability to place sponsor-provided signage and activation pieces throughout the event sites in primary locations (items and locations to be mutually agreed upon)

**activation to be mutually agreed upon, with the goal of entertaining and/or delighting guests. All activation expenses are those of the sponsor*

MARKETING PROGRAM:

- Logo on the Gold Sponsor Section on the Festival Website year-round
- Presenting sponsor status recognized in all media relations and communications pieces for selected event
- Full page ad and logo on the Sponsor Page of the Festival Program
- 6 social media shares/reposts of sponsor content
- 30-second commercial* to air on video screens in Montebello Park - 4x daily
- Logo included in sponsor reels and signage at event

**All materials to be provided by Sponsor*

HOSPITALITY PROGRAM:

- 12 All-Access VIP lanyards for Grape & Wine Fall Festival; includes commemorative wine glass, VIP entry and daily access to Harvest Lounge OR 50 single day Harvest Lounge Access Passes
- Entrance via private VIP entrance for these guests, including sparkling wine welcome daily
- 2 complimentary VIP Cabanas during Fall Festival, including 2 bottles of VQA wine
- 12 Discovery Passes for the Fall Discovery Pass

OR

- 16 tickets to the Cool As Ice Gala (January 2024)
- 12 Discovery Passes for the Fall Discovery Pass

2023-24 Partnership Opportunities

Silver Event Sponsor

SILVER EVENT SPONSOR - \$10,000

Sponsor recognition at The Grape & Wine Fall Series in September 2023.

- **Presenting Sponsor of one of the following:**
 - **VIP Cabanas** - This new VIP seating village features 8 luxurious private glamping tents with stylish furnishings, lighting, and an excellent view of Festival stage. With seating for up to eight guests, a personal wine butler who brings wine directly to the tent and two bottles of premium VQA wines included with each booking, it was “the place to be” in 2022
 - **Sunday Brunch in the Park** - Six of the region’s best chefs create a series of food stations that pair perfectly with VQA rosé, sparkling and specialty cocktails. Set in the historic Harvest Lounge or Rose Garden.
 - **Festival Volunteer Program** – Show the power of people! Over 5,000 volunteer hours are contributed each year, and there is no better brand activation than the shirts of our dedicated crew of 400+.

BRAND ACTIVATION OPPORTUNITIES:

- Logo included on all related signage at above events (or on Volunteer T-shirts and related materials)
- Logo included on any menus and print collateral relating to above events
- Ability to place sponsor-provided signage and activation pieces throughout the event sites in primary locations (items and locations to be mutually agreed upon)

MARKETING PROGRAM:

- Logo on the Silver Sponsor Section on the Festival Website
- Half-page ad and logo on the Sponsor Page of the Festival Program
- 5 social media shares/reposts of sponsor content
- 30-second commercial* to air on video screens in park - 2x daily Logo included in sponsor reel

**All materials to be provided by Sponsor*

HOSPITALITY PROGRAM:

- 4 All-Access VIP lanyards for Grape & Wine Fall Festival; includes commemorative wine glass, VIP entry and daily access to Harvest Lounge OR 12 single day Harvest Lounge Access Passes
- Entrance via private VIP entrance for these guests, including sparkling wine welcome daily
- 4 Tickets to Sunday Brunch in the Park OR 2 VIP Cabanas
- 4 Discovery Passes for each Discovery Pass (Fall, Icewine, Summer)
- 2 tickets to the Cool As Ice Gala (January 2024)
- 2 tickets to the Tailgate Party and Brunch on the Bench events (June 2024)

For more information, please contact:

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