

Task Force on the
City's Role in Festivals
+ Community Events
Oct 15/12

C6
Item 1

marinmediagroup
nothing happens 'til a sale is made

Presented By
Ross Marin, *President*

Monday October 15, 2012

Presented To
City of Vaughan
Task Force On The City's Role In
Festivals And Community Events

City Task Force

Festivals and Community Events

Aside from logistics and planning, the 3 BIGGEST challenges that event organizers constantly struggle with, are:

1. Finding sponsors
 - a. All event organizers are chasing down sponsors
 - b. Volunteers are responsible for preparing proposals;
 - i. They do not have the experience to do this
 - ii. They do not know what to say or ask for
2. Engaging the sponsors and the community
 - a. The community has no real sense of when these events happen. If you do not live in the immediate area, chances are you will not be aware of what is happening
 - b. Media do write up press releases – this is not enough
 - c. The population is changing and many new people are coming into Vaughan unaware of events around them
3. Promoting the event
 - a. Advertisers biggest concern is that they do not see an aggressive advertising campaign for the event
 - b. This gives them an uncomfortable feeling

Event Organizers need to focus on building a stronger event, not trying to find \$!

RECOMMENDATION TO ADDRESS THE 3 KEY CHALLENGES

CREATE A NEW 'COMMON' ENTITY

- Our vision is to bring together all the major events that have been identified (that are not city organized)
 - Bindertwine
 - Thornhill Festival
 - Lions Maplefest
 - Woodbridge Fall Fair
 - Woodbridge Italian Festival
 - Santafest
 - Lions Pancake Festival
- Brand, market and promote them under ONE BANNER
Festivals and Events Vaughan (FEV)
- Advertisers are looking for strengths in numbers - don't want "one offs"
- End result: Branding a Community

SPONSORSHIP

- Develop **Sponsorship Plan** (we review 50 sponsorship proposals yearly)
 - Hype all the opportunities around these events
 - Crowd size, length of event, sampling opportunities, etc.
 - Vaughan is a "test" area. Advertisers want to reach Vaughan!
- Create a sponsorship video that will be deployed to over 4,500 brand managers promoting our events
- Create a sponsorship package that can be sent to interested parties
 - Determine the fees to be charged (use attendance formula)
- Sponsorship fee paid to each event based on number of spectators
 - ie: if all events attract 25,000 people and the lead sponsor pays \$50,000: ($\$50,000 / 25,000 = \2). If Lions Maplefest gets 5,000 people, then they receive \$10,000 from the sponsorship pot
- New festivals are encouraged to join FEV (Festivals and Events Vaughan)
 - They need a 3 year track record and current/accurate data
 - Once a new festival joins, sponsorship package is revised
- More power when City is "behind" the festivals

DEVELOP WEBSITE

- Backend used by event organizers to connect with other event organizers
 - Link to city services?
- Main place to capture volunteer information and pass along to organizers
 - Create a system that all event organizers use that is the same
- Sponsorship link that will feature the sponsors and provide information on how they can become sponsors
- Opportunity for people to upload video and photos
- Blog that will be used to keep events in Vaughan current
- Capture email addresses and keep guests updated as to future events
- Opportunity to get followers on our Social Media icons
- Opportunity to interact with attendees and the brands
 - Contests, ie: Upload videos, pictures

MARKETING

- Work closely with the media to secure pre and post coverage
- Secure special ad rates and secure as many free ads as possible
- Create FEV website and keep it constantly updated and link it to all sites promoting arts and culture, ie: York Scene, On Vaughan, etc.
- Enhance the Networking opportunities and cross promote via social media with all the other events
 - Promote all events at every event
 - Connect all event websites to one main portal
- Work with city to get events updated and posted on their website and other city initiatives. The more visibility from the city, the easier it is to sell
- Funds received from local sponsors will pay for extra ads, signage, etc.

PRODUCE BOOKLET

- Showcase local businesses that would benefit
- Use the opportunity to promote all other events
- Distributed around the city and at the festivals

Marin Media Group INVOLVEMENT

Our recommendation is a complete “turn-key” program

- Develop branding message for new entity
- Develop a marketing program and work with all the media to secure complimentary ads and editorial coverage
- Develop all necessary creative for FEV
- Build, manage and maintain the website
- Create and co-ordinate the distribution of the events booklet
 - Events, businesses, City locations, Chamber members, etc
- Create the Sponsorship Plan, Package and Video
- Develop “engaging” sponsorship opportunities, ie: Contests
- Work with existing festivals and event organizers:
 - Make a complete list of all sponsors and inventory available
 - Determine if relationship can be enhanced for all parties
 - Assist with PR, Media, Creative and Advertising if required
- Pursue sponsors at each commitment level
- Create signage program that gives high visibility to sponsors at all events
 - Generic signs can be created and rotated amongst events
 - Specific branding signs for events to be created, ie:
“Scotiabank welcomes you to Lions Maplefest”
- Prepare economic impact study from guests attending events
 - Long term: what is the financial impact to the community
- Connect with Festivals and Events Ontario to link our site to theirs





[Event Organizer Login](#)

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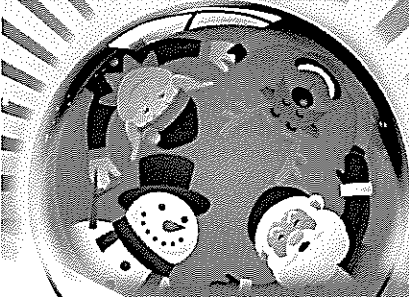
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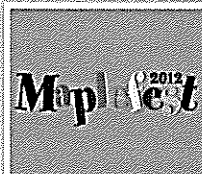
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SantaFest In Maple

November 16, 2012

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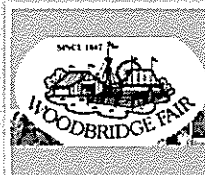


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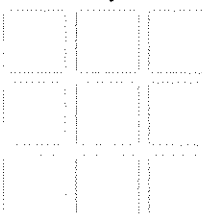
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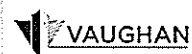
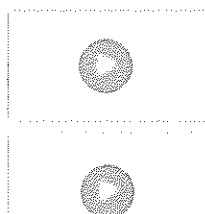
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24TH ANNUAL

August 4-5, 2012
3PM - 11PM



Join us and celebrate 24th Annual Woodbridge Italian Festival

It's a party, it's a fiesta - it's time for the 24th Annual Woodbridge Italian Festival!

Each year the Woodbridge Italian Festival is the perfect occasion to dance the night away. This year the Festival promises to be even more spectacular than ever with lots of music, dance, food, arts and crafts, sports, entertainment and an exciting marketplace.

On the stage, the music starts at 3 p.m. Trough, Chorus, Solo, or whole acts and musicals 10 p.m. on both nights. On Saturday August 4th, it's the music of the Pina Colada Band. On Sunday August 5th, it's the Marab's Tany Savan Band. During the day enjoy all the sights, the people to meet and the Woodbridge Taste 2012, the beauty of our beautiful Lake Ontario shoreline or the amazing energy from 1st to 5th of Festival.

Click here to get more information and volunteer.



Ontario Soccer Centre
7601 MarinGrove Rd., Woodbridge
Free Admission and Parking

For more information, call 905-859-2323
or go to www.italyquebec.com

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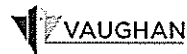
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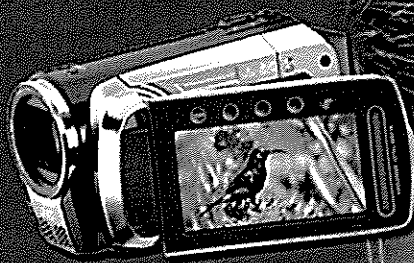
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You could win a
Walt Disney Vacation
and a SONY Camcorder

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Walt Disney World
Where Dreams Come True

WIN

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Print the ballot and drop it off
at any featured festival or event.

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WIN A Weekend Getaway

A One night stay for two and
tickets to Canada's Wonderland

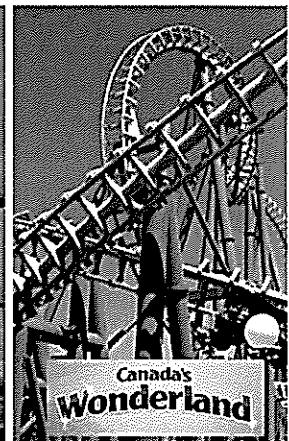
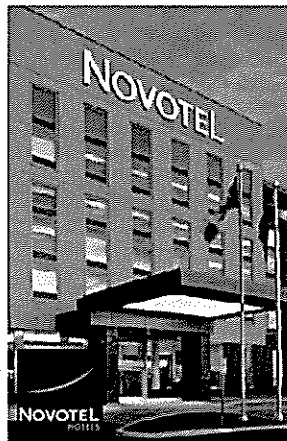


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Capture the excitement & you could

WIN

A Nikon
Lexar 300
Camera

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photo • video • digital

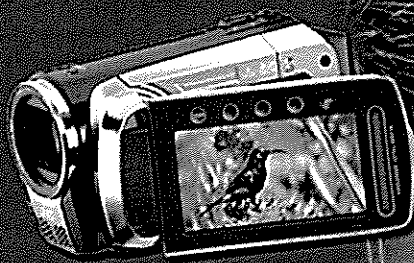


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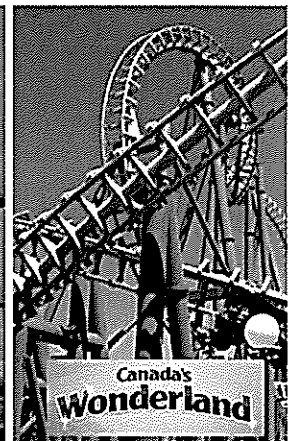
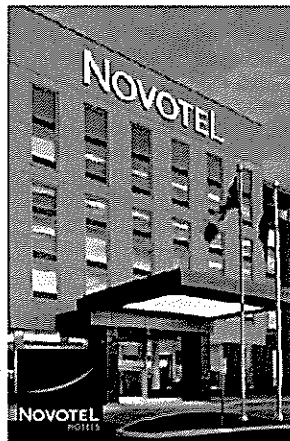


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