

*Westboro*

GET TOGETHER. IGNITE THE STREET.

# FUSE

3 DAYS  
JUNE  
10-11-12



WESTBORO VILLAGE IS A TREND-SETTING AND INCREASINGLY DESIRABLE PLACE TO LIVE, EAT, WORK, SHOP AND PLAY. WESTBORO FUSE IS PRODUCED IN COLLABORATION WITH THE WESTBORO VILLAGE BUSINESS IMPROVEMENT AREA (WVBIA) TO CONNECT BOTH RESIDENTS AND VISITORS WITH THE SERVICES AND PRODUCTS OF WESTBORO MERCHANTS AND TO CELEBRATE COMMUNITY LIFE.

WESTBORO FUSE IS A FREE, AND HIP AND EXICTING WEEKEND-LONG STREET PARTY AND NEIGHBOURHOOD SHOWCASE, BOASTING INTERACTIVE FUN, FAMILY- FRIENDLY PROGRAMMING, LIVE MUSICAL ENTERTAINMENT, FASHION SHOWS, CULINARY EXPERIENCES, RETAIL PROMOTIONS AND ACTIVE LIFESTYLE PRODUCT DEMONSTRATIONS AND PROGRAMMING.

**DATES/ TIMES:** Friday June 10th, 2016 6 pm –11 pm  
Saturday June 11th, 2016 10 am – 11 pm  
Sunday June 12th, 2016 10 am – 7 pm

**LOCATION:** Richmond Road between Golden Avenue and Island Park Drive (road closed between Golden and MacRae Avenues)

**AUDIENCE:**

- \*Estimated 30,000+ attendees over 3 days
- \*Mid-upscale, well-educated, couples and families;
- \*Young, mobile, urban singles and couples
- \*Apartment and condo dwelling seniors
- \*Area residents and workers from the Primary Trade Area
- \*Quebec Visitors from Aylmer and Hull
- \*Visitors from Downtown Ottawa and Ottawa suburbs: Nepean, Kanata, Barrhaven, Hunt Club
- \*Tourists visiting Ottawa from Southwestern and Central Ontario

For More Information Please Contact:

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## SPONSORSHIP OPPORTUNITIES

**WESTBORO FUSE** depends on sponsors for success, and we are committed to providing unique opportunities to connect you with customers, and to elevate your brand in the community. Following are examples of various sponsorship options – but our minds are open. Let's have a conversation. We're ready to build tailored packages that perfectly suit your needs.

### PRESENTING SPONSOR \$50K-\$100K

- Presenting sponsor name and logo recognition in all advertising and promotion **WESTBORO FUSE** presented by "YOUR NAME/LOGO"
- Respectful acknowledgement of your company's support at every opportunity
- Presenting Sponsor designation and large logo placement with hyper-link to your website on website: **WESTBOROFUSE.COM**
- Full page, full colour, premium placed ad in official **WESTBORO FUSE** program
- Signature hosting opportunity in the Craft Beer BBQ garden
- 6 VIP passes to the exclusive viewing area at the main stage for the weekend
- 4 VIP passes to the Craft Beer BBQ garden with complimentary food and refreshments
- 4 VIP passes to the Culinary garden featuring a meal prepared by a notable neighborhood chef
- Regular mentions from emcees on the Main and Community stages
- Invitation to media launch and the opportunity to address the guests
- 6 invitations to the opening reception
- 6 invitations to the closing reception
- Custom content for Social Media
- Opportunity for inclusion of quote in media releases
- Media interview and photo opportunities
- Industry category exclusivity



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## PLATINUM SPONSOR - \$25K

- Naming rights for marquee **WESTBORO FUSE** program element “YOUR COMPANY MAIN STAGE” etc.
- Prominent logo in all printed material and advertising
- Logo on program element signage
- Full page, full colour ad in official **WESTBORO FUSE** program
- Name and logo in official **WESTBORO FUSE** program with program element mention
- Headline logo placement and hyperlink on **WESTBOROFUSE.COM** with presenting program mention
- Logo on sponsor marquee in all printed material, advertising and site signage
- Invitation to media launch
- 4 VIP passes to the exclusive viewing area at the main stage
- 4 VIP passes to the Craft Beer BBQ garden with complimentary food and refreshments
- Regular mentions from the stage
- Photo opportunity from the stage
- 2 invitations to the opening reception
- 2 invitations to the closing reception
- Custom content for Social Media
- Opportunity for inclusion of quote in media releases
- Media interview photo opportunities
- Industry category exclusivity

## GOLD SPONSORS - \$10K - \$20K

- Program element naming rights “YOUR COMPANY Gospel Brunch” etc.
- Prominent logo in all printed material and advertising
- Logo with hyperlink on **WESTBOROFUSE.COM** with program element mention
- Name and logo in official **WESTBORO FUSE** program with program element mention
- 1/2 page, full colour ad in the official **WESTBORO FUSE** program
- Logo on program element signage
- Logo on sponsor marquee on website, in all printed material, advertising and site signage
- Invitation to media launch
- 2 VIP passes to exclusive viewing area of the main stage
- 2 invitations to opening reception
- 2 invitations to closing reception
- 2 VIP passes to exclusive viewing area of the main stage



[WESTBOROFUSE.COM](http://WESTBOROFUSE.COM)

 [WESTBORO\\_FUSE](https://www.facebook.com/WESTBORO_FUSE)

 [@WESTBOROFUSE](https://twitter.com/WESTBOROFUSE)

 [WESTBOROFUSE](https://www.instagram.com/WESTBOROFUSE)

## SILVER SPONSORS - \$3K - \$10K

- Logo in all printed material and advertising
- Logo with hyperlink on [WESTBOROFUSE.COM](http://WESTBOROFUSE.COM)
- 50% discount on **WESTBORO FUSE** program ads
- Invitation to media launch
- 2 VIP passes to exclusive viewing area of the main stage
- 2 invitations to opening reception
- 2 invitations to closing reception
- Logo on sponsor marquee in all printed material, advertising and site signage

## COMMUNITY / PROGRAMMING PARTNERSHIPS – BRINGING YOUR IDEAS TO LIFE

*Want to offer in-store product demos, activities for kids, late night entertainment showcases or workshops for festival visitors?*

**WESTBORO FUSE** welcomes opportunities for collaborative partnership.

Let us work with you to bring your exciting program ideas to life, adding experiential value for **WESTBORO FUSE** visitors and drawing attention to your business, traffic to the street and your doorstep, long after Richmond Road reopens.

Based on the value of your contribution to **WESTBORO FUSE** programming, we will tailor a package of sponsor benefits that match. Then our PR team will work with you maximize opportunities for publicity and promotion.



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## PROGRAMMING AT A GLANCE

### FAMILY & CHILDREN'S PROGRAMS

President's Choice Superdogs  
Zipline  
Kidzone  
Buskers  
Street Animation

### LIVE ENTERTAINMENT

Mainstage local / regional bands during day  
High energy party bands in the evening  
Community Stage programming in partnership with Dovercourt Recreation Centre

### ACTIVE LIFESTYLE & URBAN LIVING

The MEC Mile  
Street Yoga  
Urban Gardening  
Fashion Shows

### ELEVATED CULINARY EXPERIENCE

Restaurant patio extensions  
Street eats  
Special culinary program with neighbourhood chefs and guests  
Gospel brunch

### CRAFT BEER & WINE GARDENS

Sample sophisticated wines & craft beers from Canada and beyond

### IGNITE - FESTIVAL OF FIRE

A night of sparkling high-energy, music and fun for the whole family.  
Fire breathers, fire weavers, and fire jugglers will literally IGNITE the street while a dazzling pyrotechnics show will blast through the district.



## MARKETING & COMMUNICATIONS

- Partnership with **WESTBORO FUSE** brings brand visibility leveraged through our integrated promotional campaign that encompasses traditional and new media, special events and cross promotions.

### RADIO ..... VALUE: \$63K +

- Jump 106.9 (Non-Stop Hits)
- Boom 99.7 (70s, 80s and 90s)
- 280 000 weekly reach.
- Produced commercials, online ads, social media messages
- Promotional contesting opportunities.
- Onsite presence throughout the festival

### NEWSPAPER ..... VALUE: \$50K +

- Kitchissippi Times, Westboro community paper
- Metroland Media, community paper with 9 local editions (circulation of 200,000+)
- 6 weeks of colour ads
- **WESTBORO FUSE** event programs inserts
- Special section with associated editorial and advertising opportunities
- Contesting opportunities

### MAGAZINES ..... VALUE: \$6K+

- Ottawa Outdoors, Parenting Times, Our Homes
- Page dominant colour ads, online ads, editorial, contest opportunities

### PROMOTIONAL COLLATERAL & SIGNAGE ..... VALUE: \$50K

- Professionally designed creative campaign by FIFTY Strategy + Creative
- 5000 FULL COLOUR Posters and 20 000 Rack Cards distributed city wide
- Street Flags and banners
- Digital displays at Ottawa hotels

### DIGITAL CAMPAIGN AND ONLINE PRESENCE ..... VALUE: \$15K

- Dedicated mobile friendly festival website **WESTBOROFUSE.CA; WESTBOROFUSE.COM**
- Mobile Festival app (under development)
- Niche website and Social Media advertising
- Proactive and intense SM campaign

### PUBLIC RELATIONS

Intensive professionally delivered PR campaign with expected coverage value of \$100K minimum



**ALL WESTBORO FUSE SPONSORS RECEIVE:**

- Recognition on promotional collateral (logo/name prominence commensurate with investment)
- Inclusion in **WESTBORO FUSE** advertising campaign (prominence commensurate with investment)
- Recognition from the STAGE(s)
- Complimentary or discounted ad in **WESTBORO FUSE** official program
- Mentions in **WESTBORO FUSE** Social Media campaign (frequency commensurate with investment)
- Right of first refusal for 2017
- Website logo & link on **WESTBOROFUSE.COM** sponsor page
- Respectful acknowledgement of your company's support at every opportunity

BENEFITS AT A GLANCE				
PRE-EVENT VISIBILITY	PRESENTING	PLATINUM	GOLD	SILVER
<b>WESTBORO FUSE</b> presented by "YOUR NAME/LOGO" on all festival advertising and collateral	X			
Exclusive naming rights: Your Logo in program element title	X			
Opportunity for quote inclusion in media releases	X	X	X	
Media interview opportunities	X	X	X	
<b>WESTBORO FUSE</b> Ad included on Insert distributed to 100K+ households by Metroland	Full page, premium placement	Full page	½ page	50% discount
Name mention in radio campaign (JUMP 106.9; BOOM 99.7)	X	X		
Logo in <b>WESTBORO FUSE</b> letterhead footer (correspondence, media communications, merchant communications etc.)	X	X	X	
Logo in <b>WESTBORO FUSE</b> letterhead header (correspondence, media communications, merchant communications etc.)	X			
Logo and link on WBIA e-newsletter	All issues for duration of sponsorship	3 issues	2 issues	1 issue
FESTIVAL WEEKEND VISIBILITY	PRESENTING	PLATINUM	GOLD	SILVER
Regular mentions from emcees on the Main Stage	X	X	X	
<b>WESTBORO FUSE</b> Event program ad (full colour) (also distributed to 200K+ households as an insert)	Full page premium placement	Full Page	½ page	¼ page
Custom event program signage	X	X	X	
Speaking opportunity	X	X		
HOSPITALITY BENEFITS	PRESENTING	PLATINUM	GOLD	SILVER
Invitation to Media Launch	Speaking opportunity	X	X	X
Passes to the VIP / Sponsor opening and closing receptions	6	2	2	2
VIP passes to the exclusive viewing area at the main stage for the weekend	6	4	2	2
VIP passes to the Craft Beer BBQ garden with complimentary food and refreshments	4	4	2	2
VIP passes to the Culinary garden featuring a meal prepared by a notable neighborhood Chef	4			





## PROGRAM ADVERTISING

Elevate your brand by purchasing an ad in our tabloid style event program home delivered to targeted communities and onsite.

### FESTIVAL PROGRAM AD SPACE:

Enhance your visibility during **WESTBORO FUSE** with an ad in our full colour program distributed to over 200,000 homes across the city by Metroland Media and available onsite.

**FULL PAGE: \$5000 (PREMIUM: \$7000)**

**HALF PAGE (VERT OR HORIZ) \$3000**

**1/4 PAGE \$1800**

**1/8 PAGE \$1000**

**ARTWORK AND PAYMENT DUE APRIL 29TH 2015**

### Advertising Information:

[advertising@westborofuse.com](mailto:advertising@westborofuse.com)

