



KOOTENAY COFFEE **FEST**

OCTOBER 14, 2023
SPONSOR PACKAGE



Dear Sponsor,

After a pause, I am pleased to announce that the long awaited, inaugural Kootenay Coffee Fest is on!

The Kootenay Coffee Fest is making its debut on October 14, 2023 and our team is working tirelessly to carefully curate this Fest to showcase our local coffee roasting community in this beautiful region we call home.

[Waneta Plaza](#) has been carefully chosen as the venue location to ensure that this festival is not weather dependent, and so our vendors have all the comfort they need to joyfully share their products, meet new customers, and to develop business partnerships.

With a limited amount of available sponsorships, the goal is to deliver a superb festival where the focus is the coffee roasting industry, skirted with additional vendors to complement their products.

Please review this sponsor package and fill out your application no later than September 14, 2023.

I look forward to hearing from you!

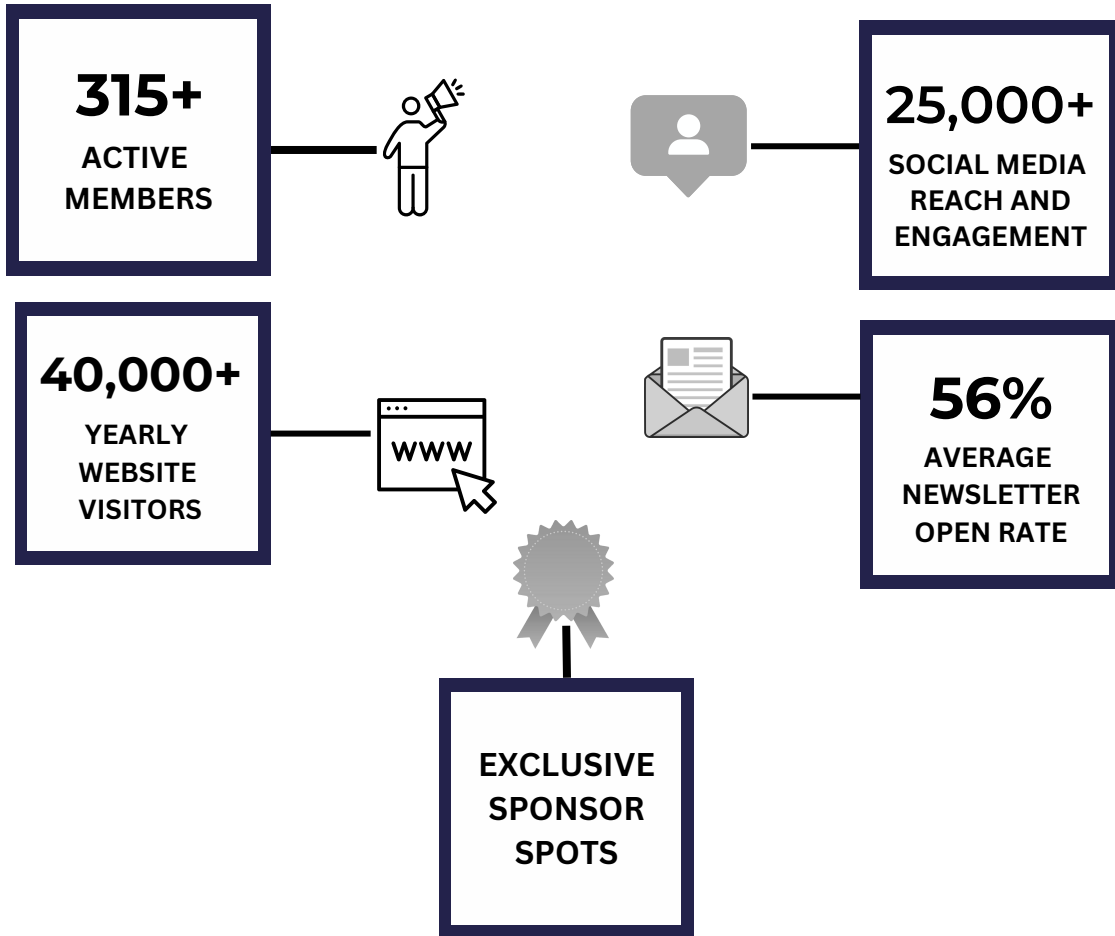


Erika Krest
Executive Director
Trail & District Chamber of Commerce



Photo Credit: Charlotte Truant
(Lota Love Photography)

ENGAGEMENT



EXPERT PROFILES



**Wendy
Robertsen**

Wendy Robertsen is an experienced Yoga Therapy / Ayurveda professional. She knows how important fitness is for long-term happiness and has invested her career in helping people implement wellness strategies into their lives.

Wendy was driven to pursue fitness and well being from an early age from her passion for helping people during life-altering times, and a keen interest in the mind-body connection. She's been working in the fitness industry for 15 years and in that time has owned a yoga studio, a fitness retail store and coordinated wellness retreats.

She was educated at BCIT / Delta Yoga Institute and California College of Ayurveda. Initially with a bachelor's in business management, she worked for Vancouver Magazine and Western Living Magazine in their sales and Marketing department. She's worked the last 15 years mainly in the yoga and Ayurveda Field, but currently is also the Marketing coordinator for Earthy Organics Farm.

Wendy grew up in Fruitvale, moved away for 30 odd years, and then moved back to the area 2 years ago. Wendy loves the culture of the Kootenays (slow paced and outdoor focused). She enjoys spending her free time exploring towns around the Kootenays as well as hiking and gardening.



**Mandi
Lunan**

Mandi Lunan is a Food and Beverage Business Advisor and Coach who is as of 2020- based in the West Kootenays.

Mandi has advised many small food/beverage-based businesses and their events in North America since beginning her consultancy practice in 2016.

Mandi brings 13 years of real life small business ownership experience herself, as well as over 20 years of event marketing + architecture experience to the table, having been part of the indie market and event scene since 2002.

Her resume includes the Disloyalty Coffee Card Program 2021 + 2022, Summer Solstice Indigenous Festivals / Indigichef Competition, Feast of Fields, the Snowsuit Fund's Snowball and Operation Come Home's Poor Chef's Competition.

Fun fact- Mandi was also a Barista for 7 years in her earlier days.

Mandi's strategies, ideas + content are fun, engaging and practical, and she is an expert at facilitating mutually beneficial partnerships with businesses and sponsors. Hope you can join us.



Waneta Plaza

ITINERARY

COFFEE FEST

Location: [Center Court of Waneta Plaza, Trail](#)

Event: Saturday, October 14, 2023

10:00 am - 3:00 pm

Set Up:

Friday, October 13 from 5:30 pm - 9:30pm and

Saturday, October 14 from 7:00am - 9:30am

Take Down:

3:00pm - 9:30pm (day of festival)



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SPONSOR BENEFITS & BRAND VISIBILITY

By taking part in the Kootenay Coffee Fest, vendors will be provided:

Location:

- [Weatherproof facility](#) with assured foot traffic and attendance
 - electricity
 - necessary facilities (washrooms, water)

Marketing:

- Promotion leading up to the festival
- Included on event BINGO card (more details to follow)
- Access to promotion through the Chamber and community networks
 - Facebook and Instagram posts
 - Email communications and e-blasts
 - Company logo placed on promotional posters
- An active communication plan to support you leading up to event day
- Print opportunities in the Trail Times
- Designated and exclusive corporate display area, centre court of the festival
- Radio promotion and interview opportunity with Bounce Radio leading up to the festival

Curation:

- We will fulfill each of our carefully curated healthy living categories with handpicked local experts

Experience:

- Coordinated by a group of experts with over 50 years of industry experience

THIS PACKAGE IS DELIVERED TO YOU AT APPROXIMATELY 1/3 OF THE
COST OF SIMILAR PROFESSIONAL SERVICES



TRAIL & DISTRICT
CHAMBER OF COMMERCE

#201 - 1199 Bay Avenue, Trail, BC V1R 4A4

☎ 250.368.3144

✉ info@trailchamber.bc.ca

🌐 www.trailchamber.bc.ca



KOOTENAY COFFEE FEST

SPONSOR APPLICATION

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____ Email: _____

Business Facebook, Instagram, etc. (if applicable): _____

Web Address (include http): _____

PLEASE ATTACH / SEND US A FILE OF YOUR COMPANY'S LOGO WITH YOUR APPLICATION

Please check one of the following:

- I will have a representative physically present for the duration of the event (I require a booth)
- I will not be attending this event (I do not require a booth)

Consent of Content Use:

- I consent to have my business details posted on the Trail Chamber website and social media.
- I consent to allow the Trail Chamber to use any pictures taken of me at the festival on the TDCOC website, social media, etc.
- I do not consent.



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SPONSORSHIP AGREEMENT

Business Name: _____

Contact Person: _____

Address: _____

Phone Number: _____ Email: _____

Sponsorship Amount

\$2,000

Sponsor agreements are non-refundable and non-transferable.

Completed Agreement

Please complete and return this agreement to the Trail & District Chamber of Commerce via email, mail, or bring it to the Chamber office. By signing this document, you certify that you have read and understand the Sponsor Information Package and its content.

Content

By signing this agreement, I hereby agree to give my permission for Trail & District Chamber of Commerce (TDCOC) and/or partners to record, film, photograph, audiotape or videotape myself (hereinafter collectively referred to as "Works") and to display, publish or distribute these Works for the purpose of publishing, posting on the TDCOC website and posting on social media sites. I hereby waive any right to approve these Works now or in the future, whether the use is known to me or unknown, and I waive any right to any royalties related to the use of these Works.

By ticking "I do not consent" on the "Consent of Content Use" section, I understand that the Works may appear in electric form on the internet or in other publications outside of the Trail & District Chamber of Commerce's control. I agree that I will not hold the Trail & District Chamber of Commerce responsible for any harm that may arise from such unauthorized reproduction

Payment

The Trail & District Chamber of Commerce will invoice vendors for payment. Your booth at the Kootenay Coffee Fest is confirmed when this signed agreement is returned, and payment is received by the Chamber. We accept payment by cheque or e-transfer.

Signature: _____ Date: _____

Signature: _____ Date: _____

Erika Krest, Executive Director