



# Partnership Program

## *Building Communities Through Festivals and Events*



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# Supporting the Festivals and Events Industry

*Customizable Packages Tailored to Your Company*



## Committed to Industry Excellence



Festivals and Events Ontario (FEO) is the leader in providing individuals and organizations delivering annual festivals and events across the province - opportunities to highlight their communities to visitors, and supporting local tourism and economic growth.

FEO members, organizers and suppliers, are offered industry specific professional development, networking opportunities, and a variety of platforms to showcase some of the most recognized and prestigious festivals and events across Ontario - Festivals and Events in Ontario Guide; a dedicated Supplier member listing online; newsletters, social media channels, podcasts, webinars; a Master Class Series led by top industry professionals - are examples of how committed FEO is to its members.

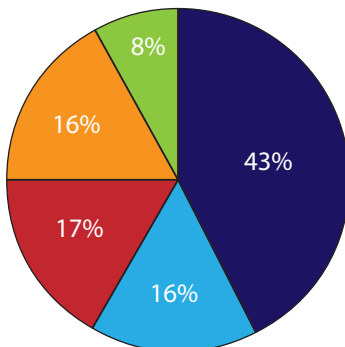
Each year, FEO members gather and celebrate at FEO's annual industry Conference and Awards Gala, held in one of the provinces major cities in late February.



There are 1,400+ Registered  
Festivals and Events in Ontario!  
64% of them are Members of FEO.

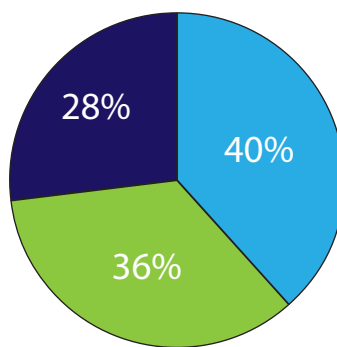
## How FEO Impacts the Industry

FEO Membership Breakdown 2019



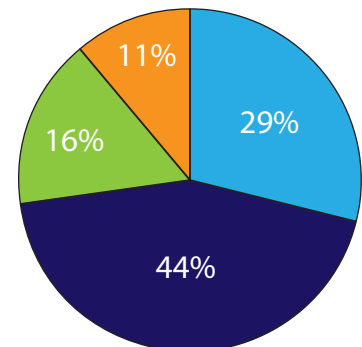
Independent Festivals - 43%  
Municipalities - 16%  
BIA's, Chambers, Educational Institutions, Government Agencies - 17%  
Suppliers - 16%  
Other - 8%

Top Reasons Members Support FEO Conference



Professional Development - 40%  
Networking - 36%  
Marketplace - 28%

Influence Ability of FEO Members



Makes Final Decision - 29%  
Involved in Making Decision - 44%  
Makes Recommendations - 16%  
Other - 11%



# How Can You Get Involved With FEO?

There are a number of ways to Partner with FEO annually and we are committed to helping your company build brand awareness, generate new leads, and leverage existing business relationships. The first step in the process is to identify which category below best aligns with your company's goals and objectives.

## EXCLUSIVE OPPORTUNITIES

Be the exclusively profiled company at the industry's premiere Conference and Awards Gala taking advantage of a variety of benefits tied to all the partnership categories listed.

- Conference Experience\*
- Awards Gala Dinner & Room Décor\*
- Showcase Dinner\*
- Silent Auction\*
- Stage, Lighting, Production\*

## ADVERTISING OPPORTUNITIES

Profile your company through a variety of print collateral advertising mediums designed to build brand recognition and recall with FEO members.

- Delegate Bag\*
- Friends of FEO\*
- Mobile App / Text Messaging
- Multimedia (AV, Video, Photography, Live Stream)\*
- Printing - Events Guide
- Speaker Gifts\*
- Augmented Reality\*
- Sample Insert's for each delegate\*

## EXHIBITOR OPPORTUNITIES

Display your products and services by taking advantage of exhibitor booth space in communities across the Province planned specifically for FEO members seeking new suppliers.

- Décor\*
- Marketplace\*
- Pipe and Drape in Marketplace\*
- Printing - Delegate Program, Signage, Posters\*
- Speakers Corner\*



## NETWORKING OPPORTUNITIES

Get involved and interact directly with FEO members through interactive networking meetings, seminars, trainings, and social gatherings.

- First-Timer Orientation\*
- Food & Beverage - Meals\*
- Food & Beverage - Spirits; Beer; Wine\*
- Hospitality Nights\*
- Lounge Social Time\*
- Welcome Reception\*
- VIP Reception\*
- Gala - Reception\*

## PROFESSIONAL DEVELOPMENT SUPPORT OPPORTUNITIES

Support FEO members aspiring to find educational avenues, participating in new learning environments, and pursuing industry certifications.

- Keynote Speaker\*
- Pre-Conference Training\*
- Municipal Networking Meetings
- Plenary Speakers\*
- Educational Track - Event Safety\*
- Educational Track - Technology\*
- Educational Track - Marketing
- Educational Track - Operational or Live Labs (Round Tables)\*
- Volunteer Program\*
- FEO On the Air Podcasts
- Master Class Series

## RECOGNITION AND ENGAGEMENT OPPORTUNITIES

Connect with FEO members by supporting their accomplishments, affiliating your brand with prestigious award categories, and recognizing the dedication made to the industry.

- Achievement Awards\*
- FEO Top 100 Awards\*
- Hall of Fame Award\*
- Municipality of the Year Award\*
- Service Excellence Award\*
- Volunteer Awards\*
- Sponsor a Student\*
- Sponsor a Festival\*

# Why do Companies Support Festivals and Events Ontario?



1. Reach a targeted demographic in a variety of sectors and organizations across Ontario
2. Exposure to organizers and suppliers who are loyal to industry supporters
3. Access to decision makers representing hundreds of festivals and events
4. Interaction with influencers looking for new products and services
5. Recognition on web platforms averaging 6,000+ visitors weekly
6. Profiled on print and viral mediums with over 4,000+ impressions weekly
7. Visibility and brand affinity with an organization supporting tourism and economic growth
8. Opportunity to customize your involvement based on your company's goals and objectives
9. Benefits are managed by FEO staff ensuring accountability and return on investment
10. Budget-friendly options that are versatile and flexible should your needs change throughout the year

## ***What Our Partners Are Saying***

"The OPG Winter Festival of Lights submits each year for the Achievement Awards and has won many times over the years. We use this recognition for sponsorship and grant applications. Thank you FEO for keeping the Achievement Awards going and keeping us looking over and improving our events."  
~ Tina Myers (Festival), OPG Winter Festival of Lights

"We have found that the recognition from this Service Excellence award has benefitted our company tremendously. A third party stamp of approval shows customers that we're the company of choice in our industry and gives them peace of mind in their buying decision. Thanks FEO for recognizing our efforts!" ~ Nancy Schappert (Supplier) Niagara Inflatables & Games Inc.

## **Your Support Goes A Very Long way!**



FEO relies heavily on the generous contributions made through federal, provincial, and local government grants, tourism-funding streams, and by partnerships made through sponsorships and advertising sales.

Your support will allow FEO to continue to offer the industry opportunities to learn and be profiled, but it will also allow for new and enhanced offerings that are on-trend and important for maintaining a sustainable festival and event landscape across Ontario. Here is your opportunity to get involved and how you decide to do that is completely up to you. Packages start at \$500!