



2023 FESTIVAL SPONSOR

BERRY FEST

SATURDAY, JULY 8, 2023

12PM – 8PM

DOWNTOWN ABBOTSFORD

WINTER JUBILEE

SATURDAY, NOVEMBER 18, 2023

4PM – 8PM

DOWNTOWN ABBOTSFORD



HISTORIC
DOWN
ABBOTSFORD
TOWN
EST. 1891



Introduction

In Downtown Abbotsford community isn't just a place where a group of people live and work; it's a place where all members feel safe and welcomed. Where people have a place of belonging and collectiveness through history, shared experiences, time together and common values.

Downtown Abbotsford is no stranger to the sense of community, often we are referred to as having "small town charm". With another year of events ahead we are tuning into our audience's common interests and desire for togetherness to create events that truly makes every attendee feel that the event was planned for them!

OUR SPONSORS

These partners are so much more than just a sponsor of one of the most highly anticipated summer events in Abbotsford. They are community members themselves looking to build connections, relationships and bonds within our community.

The Downtown Abbotsford Festival Sponsorship is a package specifically designed to meet your needs and marketing objectives by putting your brand in the forefront at these major community events. The sponsorship tools will be the conduit connecting you with thousands of fans in an impactful and memorable way.

Most of all it is a way to show members that you are here for them!



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Meet Our Team



Jennifer McEwan
Executive Director



Ashleigh Watters
Events & Marketing
Manager



Erin Giesbrecht
Administrator



Tammy Ward
Bookkeeper



Connie Hackett
Social Media Coordinator



About The Berry Fest

The Berry Fest, hosted by the Abbotsford Downtown Business Association (ADBA), celebrates Abbotsford's abundant berry-producing community and commemorates its rich farming heritage. This summer will mark the 40th year the celebration has taken place in Abbotsford.

Berry Fest is free to attend, attracts crowds of all ages and the activities are low to no cost to participate in. Attractions include food trucks, market shopping, live entertainment, rides, demos and shows, games and BERRIES! Local growers come to the festival with all different types of berry products for people to purchase and enjoy.

To facilitate all the activities and assist at the event the organizers work with volunteers; many of whom are local students looking to gain experience and volunteer hours towards graduation. This festival is completely sponsored; local and regional companies support the event and allow the organizers to continue building on the celebration while keeping it accessible to all.

The Berry Fest is a family favourite in the summer and the Abbotsford Downtown Business Association is excited to be able to bring the celebration back to the streets again this year!



Event Highlights

A family friendly event centered around supporting the community and connecting people to businesses within it.

Celebrate Abbotsford as the abundant berry capital of Canada.

Ensure the event is accessible to all who wish to attend.

Showcase Abbotsford's diverse community.

Main Stage Events

12:00 PM

OPENING CEREMONY

Welcoming remarks from Abbotsford Mayor, Ross Siemens, & ADBA president, Gerry Palmer. Land Recognition and ceremonial drumming from local First Nations.

12:15 PM

COMMUNITY ENTERTAINMENT

Local community groups perform on stage. 2022 featured Dohl Drumming from Colleen & Gordie Howe Middle School, dance numbers from Jam Dance, and Belly Dancing from Tha Realm Dance Studio

1:00 PM

GREAT BERRY FEST PIE BAKE OFF

10 Local amateur bakers battle it out for the title of the Baking Champion of Berry Fest! Their pies feature local berries and are judged by local chefs & business owners.

1:30 PM

MUSICAL ENTERTAINMENT

The musical performances get the crowds up on their feet and dancing in the streets. The groups are selected to captivate all walks of life throughout the day.

3:00 PM

PIE EATING CONTEST

With their hands behind their backs contestants battle it out to see who can be the first to finish their pie. Last year's winner cleaned their plate in an amazing 3 minutes and 12 seconds.

3:30 PM

MUSICAL ENTERTAINMENT

Musical performances from solo acts to bands extend into the evening. Celebrating culture, arts & local talent.

2022
SCHEDULE

Other Entertainment & Attractions

BERRY VENDORS

Local Berry Farms attend the festival to sell berry products of all kinds to customers.

STREET PERFORMERS

Princesses, superheroes and magicians roam the streets providing photo opportunities, singalongs & amazement at street level.

VENDOR MARKET

Local artisans, small businesses and homebase makers bring their products to sell at the vendor market.

FACEPAINTING & BALLOON TWISTING

A popular booth at the festival – kids can get a fun design on their cheek or a balloon animal for free!

FOOD TRUCKS & VENDORS

A variety of food vendors attend the festival, providing savoury and sweet options to attendees. Organizers also partner with local restaurants to come out onto the streets for the day.

RIDES

There's nothing like a Zip Line down the street or spinning until you can't see in the Tubs of Fun at the Berry Fest. The midway ride tickets are kept low cost so everyone can ride.

About The Winter Jubilee

The Winter Jubilee is the annual Christmas Tree Lighting celebration in Historic Downtown Abbotsford. The highly anticipated community event kicks off the holiday season for the all of Abbotsford. With Santa 'coming to town' and the Grinch making is way off the mountain, the crowds line the street to watch as they meet the Mayor at the tree to countdown together the lighting of the 60ft tree.

Senses awaken with the smells and festivities of the season, from mugs of hot chocolate to testers of local spirits, the nuances of the holidays are all around. Attractions at the event include: live entertainers, Santa Mrs. Claus & the Grinch, vendors featuring local products, food trucks, activities for all ages and of course, the countdown to the tree lighting. Downtown businesses open their doors late for this occasion and are filled with eager holiday shoppers looking for that something special.

Barrier-free, there is no admission fee to attend and the majority of activities are free of charge. Event organizers work with amazing volunteers to make the event come together. Helping with set up, running booths, and cleaning up during and after the event the community volunteers are a huge part of the Winter Jubilee.



Event Highlights

A community event focused on connection and memories.

Home of the historic tree lighting ceremony.

Barrier free, ensuring the event is accessible to all who wish to attend.

Main Stage Events

4:00 PM

COMMUNITY ENTERTAINMENT

Youth organizations perform on stage, showcasing the local, young talent in Abbotsford. Local dance schools, middle school rock band and dohl drummers were some of the 2022 Community Acts.

4:45 PM

MUSICAL ENTERTAINMENT

As the crowd gathers musical performances entertain the attendees with a mix of festive and non holiday tunes.

5:45 PM

OPENING CEREMONY

Abbotsford Mayor & ADBA president welcome the community to the festival and provide the Land Recognition followed by ceremonial drumming from local First Nations.

6:00 PM

TREE LIGHTING

Santa & the Grinch lead the community in the countdown to the magical moment when the historic 60ft tall tree lights up!

The tree was transplanted from the Abbotsford Airport to its home on the corner of West Railway St & Essendene Ave. since 1947.

6:10 PM

MUSICAL ENTERTAINMENT

Entertainers continue to preform into the evening providing entertainment for crowds young and old.

2022
SCHEDULE

Other Entertainment & Attractions

PICTURES WITH SANTA & MRS. CLAUS

Kids gets to climb on Santa's lap to let him and Mrs. Claus know what they would like this year. Families can also get their annual holiday photo for free here!

THE GRINCH

Rumour has it that the Grinch steals all the Christmas cheer just to bring it with him to the Winter Jubilee! Kids and adults love to interact and snap a picture with the Grinch!

VENDOR MARKET

The vendor market is the perfect spot to check some holiday shopping off the list. With artisans, home based business and local makers there is something for everyone.

ALL AGES ATTRACTIONS

No matter the age there is so much to do at the festival. Enjoy a live ice carving demo, snap a pic in the free photo booth and be amazed by the glow jugglers.

FOOD TRUCKS & VENDORS

A variety of food vendors attend the festival, providing savoury and sweet options to attendees. Organizers also partner with local restaurants to come out onto the streets for the day.

KIDS ACTIVITIES

Volunteers assist with running the kids activity which include: letter to Santa, cookie decorating, a go inside snow globe, and face painting which are all free to participate in.

Marketing Plan



The Abbotsford Downtown Business Association utilize multiple marketing avenues to ensure the maximum attendance at our events. This plan encompasses traditional and digital marketing tactics through paid and unpaid platforms.

Please see an overview of our marketing strategy below. These efforts (and the corresponding media spend) will be adjusted according to the response and sales results throughout the campaign.

Digital & Social

A combination of web, social media and email marketing will be used to drive event messaging and direct people to the event webpage.

The ADBA will advertise through paid posts on Instagram and Facebook to reach further than our following.

Print

Based on an ADBA audience survey conducted in 2021, 72% of our attendees reads the Abby News, whether it is online or print copy.

The ADBA will run multiple digital & print ads with Abby News leading up to the event. Press releases will be sent out to publishers to create pre-event buzz and encourage attendance.

Out of Home

In addition to street signs and event posters being spread around town the ADBA will be working with local radio station to create a marketing plan. This will include social media integration, contesting and rotating event ads in order to capture the community's attention even when they aren't in the Downtown core.

**ADBA
AUDIENCE**

**INSTAGRAM
14K**

**FACEBOOK
8.9 K**

**TIK TOK
535**

**NEWSLETTER SUBSCRIBERS
1712**

52.3% avg. open rate

Benefits for Sponsor



By becoming a Downtown Abbotsford Festival Sponsor for 2023 you will receive sponsor benefits at both the Berry Fest & the Winter Jubilee this year!

PRE EVENT

Sponsors will receive recognition leading up to the event. Pre event benefits include visibility on digital, print, out of house & social media advertisements.

ON SITE

We invite all of our sponsors to attend the event and connect with the community directly. There will also be signage recognizing sponsors for their contributions around the festival site & announcements from the emcee.

POST EVENT

Sponsors will receive another thank you post event in our wrap up advertisements.



2023 Festival Sponsorship Packages

By becoming a Downtown Abbotsford 2023 Festival Sponsor you will receive recognition at both festivals in the downtown core this year. The following packages are the combined price for BOTH festivals and your company will receive the same benefits at both events. If you wish to only sponsor one of the events please contact the event coordinator directly for updated pricing.

TIER 1

PRE EVENT

Logo on event webpage
1 Tag on social media post
Sponsor mention in ADBA newsletter
Logo on event poster

ONSITE RECOGNITION

10x10 Booth Space
Logo on stage signage

POST EVENT

Sponsor mention in post event press release

\$4,250

TIER 2

PRE EVENT

All pre event benefits from Tier 1
2 Tag in social media post
Sponsor mention in pre event press release

ONSITE RECOGNITION

All onsite benefits from Tier 1
Logo on signage within event footprint

POST EVENT

All post event benefits from Tier 1
1 Tag in social media post

\$6,000

TIER 3

PRE EVENT

All pre event benefits from Tier 2
Logo on street sign in Downtown Abbotsford

ONSITE RECOGNITION

All onsite benefits from Tier 2
Logo on event map signage

POST EVENT

All post event benefits from Tier 2

\$7,500

TIER 4

PRE EVENT

All pre event benefits from Tier 3
Logo on event newspaper ads (min. 2)

ONSITE RECOGNITION

All onsite benefits from Tier 3
Logo on main entrance signage (min. 4)
Logo on the back of staff/volunteer T-shirts

POST EVENT

All post event benefits from Tier 2

\$10,250

TIER 5

PRE EVENT

All pre event benefits from Tier 4
3 Tag in social media post

ONSITE RECOGNITION

All onsite benefits from Tier 4
20x20 Booth Space
2 Sponsor mentions on stage by emcee

POST EVENT

All post event benefits from Tier 2

\$12,500

PRESENTING SPONSOR ADD ON

Add on the presenting sponsor to your Tier 5 package to acquire the rights to have "Presents by" and "Presenting" in the event name.

ADDITIONAL BENEFITS

Exclusive title rights
Tag in all event posts (for presenting event)
Stage Announcement by Sponsor (2 min. max)
5 Sponsor mentions on stage by emcee
Large, central logo on staff/volunteer shirts

Presenting Sponsor can be added to Tier 5 for one or both events.

***Only 1 presenting sponsor per event**

**BERRY FEST
\$4,250**

**WINTER JUBILEE
\$3,000**

*If you chose to present only one event you will receive Tier 5 benefits for the second festival.

Sponsorship Package Comparison

Receive Sponsor Benefits for BOTH festivals with ONE package.

SPONSORSHIP LEVEL	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	PRESENTING
ASSETS	\$4,250	\$6,000	\$7,500	\$10,250	\$12,500	Tier 5 + Add On
PRE-EVENT						
Title Rights						*
Logo on event webpage	*	*	*	*	*	*
Tag in social media post	1	2	2	2	3	All Posts
Sponsor mention in ADBA newsletter	*	*	*	*	*	*
Logo on event poster	*	*	*	*	*	*
Sponsor mention in pre event press release		*	*	*	*	*
Logo on Downtown Abbotsford street sign			*	*	*	*
Logo on event newspaper ads (min. 2)				*	*	*
ON SITE						
10x10 booth	*	*	*	*		
20x20 booth					*	*
Logo on stage sign	*	*	*	*	*	*
Logo on sponsor sign within event footprint		*	*	*	*	*
Logo on event map signage			*	*	*	*
Logo on main entrance signage (4)				*	*	*
Logo on the back of staff/volunteer T-shirts (1 colour max)				*	*	Larger & Central Location
Onstage sponsor mention by emcee					2	5
Stage Announcement from Sponsor (2 min.)						*
Vehicle on site (optional add on for a fee)						
POST EVENT						
Mention in post-event press release	*	*	*	*	*	*
Tag in post event sponsor social media post		*	*	*	*	*

- The above pricing is combined for the two events; sponsors will receive the same benefits and recognition at both the Berry Fest & Winter Jubilee.
- If you chose to present only one event you will receive Tier 5 benefits for the second festival.
- If you wish to only sponsor one event please contact the Events Manager directly for pricing.



Thank you!
Hope you are
interested!

Contact

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