



SPONSORSHIP PACKAGE





The Gluten Free Collective

We are Sara and Liz, founders of The Gluten Free Collective and have a passion for supporting local gluten free businesses in the Region of Waterloo. We envision creating a one-stop-shopping event experience that would showcase local KW (and beyond) businesses and invite guest speakers to engage and educate the gluten free and celiac community.

Since the first Gluten Free Fest in 2019, we received an overwhelming response from the community to offer more. We've been supporting and championing gluten free living in the KW area by connecting people and businesses, hosting meet-ups, and assisting with food drives. We never imagined that Gluten Free Fest would evolve into something much bigger than our original vision.

As we continue to grow, we're expanding the boundaries of "fest" to be more inclusive while still maintaining our original goal of supporting local gluten free businesses and the celiac/gluten free community. We believe there's more we can do to advocate for our collective community and are committed to making that happen.

Gluten Free Fest



In September 2019, we hosted the very first Gluten Free Fest, an event that marked the beginning of something special. With twenty three exhibitors, two guest speakers, and one food demonstration, we created an atmosphere where over 1,200 guests could enjoy their gluten free goodies worry free. Witnessing the bond among the attendees and the joy on their faces, knowing they were in a safe environment to consume gluten free products, was incredibly rewarding.

Since its inception, Gluten Free Fest has become a cherished annual tradition, gathering local gluten free businesses in a vibrant marketplace setting for everyone to relish. We are eagerly looking forward to Gluten Free Fest 2025 and continuing to provide a delightful, inclusive experience for all.

Top 5 Reasons to be a Sponsor at GFF



- 1. Connect with a Highly Targeted Audience:** Gluten Free Fest draws guests who are passionate about gluten free living, including individuals with celiac disease, gluten sensitivities, and wellness focused lifestyles. This allows your brand to engage directly with consumers who are actively seeking safe, high quality gluten free products, maximizing impact and return on investment.
- 2. Amplify Brand Visibility:** Your brand will be prominently featured in event promotions, both online and on site, depending on your sponsorship level. This may include logo placement on signage, inclusion in email campaigns, mentions across social media platforms, and representation in post event marketing materials. These touchpoints help reinforce your presence in the market and create lasting brand recognition.
- 3. Valuable Networking Opportunities:** Gluten Free Fest offers unique networking opportunities with fellow sponsors, exhibitors, health professionals, gluten free influencers and engaged guests. These connections can lead to valuable collaborations, cross promotions, and business growth within the gluten free community.
- 4. Deepen Community Engagement:** Sponsoring Gluten Free Fest demonstrates a genuine commitment to the gluten free community. It's a chance to connect on a personal level, engaging directly with customers, hearing their stories, and receiving real time feedback. Showing up in this space demonstrates that your brand understands and supports the needs of those living a gluten free lifestyle.
- 5. Showcase Your Expertise:** With opportunities to offer product samples, host an interactive booth, or lead educational conversations, your business can showcase its expertise and innovation. Sharing your knowledge and experience builds trust, credibility, and loyalty among those looking for dependable gluten free options.

Who Participates?



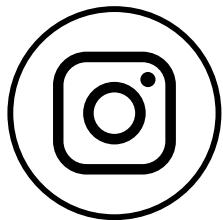
Gluten Free Fest features an array of 50+ vendors and sponsors, each bringing a unique offering to the event:

- **Local Bakeries:** Beloved local bakeries showcase their gluten free specialties through fresh samples and on site sales, giving guests the chance to indulge in delicious, freshly made treats. Many also offer convenient take home options, ideal for stocking the freezer with safe baked goods.
- **Retailers and Manufacturers:** Guests can browse and enjoy a curated selection of gluten free packaged foods, health products, and lifestyle essentials, designed to support everyday gluten free living. These vendors offer a chance to discover new pantry staples, trusted brands, and innovative gluten free products.
- **Chefs, Caterers, Restaurants, and Food Trucks:** Guests can enjoy freshly prepared gluten free meals onsite, ranging from gourmet dishes to casual street food, showcasing the diversity and quality of gluten free dining options.
- **Alcohol Brands:** For those looking to enjoy gluten free beverages, alcohol brands at the event offer a variety of options for sampling and purchase, ensuring that everyone can find something to sip on while exploring the fest.
- **Advocacy & Community Organizations:** Local and national groups raise awareness, provide resources, and support attendees to strengthen the gluten free community.



GFF BUZZ

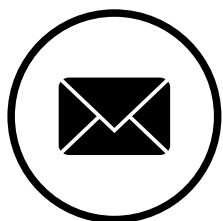
Our strategic marketing strategy focuses on a specific demographic, utilizing sponsored social media posts, radio ads, online event calendar listings, and community collaborations. We collaborate with influential figures in the local gluten-free and health & wellness communities, who help promote the gluten-free fest to their audiences and online networks. Additionally, we circulate promotional postcards and posters in Kitchener-Waterloo and its surrounding regions.



@THEGLUTENFREECOLLECTIVE
9.5K+ FOLLOWERS



@THEGLUTENFREECOLLECTIVE
1K+ FOLLOWERS



THE GLUTEN FREE COLLECTIVE
NEWSLETTER
900+ SUBSCRIBERS



TITLE SPONSOR

\$3,000

1 Available

EVENT SPACE

- Two (2) 8 ft tables in a premium, high-traffic location inside the venue

SIGNAGE

- Most prominent logo placement on event signage, including the welcome sign

PROMOTION

- Most prominent logo on Gluten Free Fest postcards and posters
- Opportunity to distribute a branded item at registration (materials to be provided)
- Premier visibility throughout the day

TOTE BAG

- Exclusive brand logo alongside Gluten Free Fest branding on over 1,200 tote bags distributed to guests

WEBSITE / MEDIA

- Logo and hyperlink on home, sponsor, and vendor pages
- Mention in media release with a quote from your business

SOCIAL MEDIA

- 3 pre-event posts + stories on Instagram and Facebook
- 1 post and 4 stories the day of the event
- 1 post after the event

EVENT PASSES

- 15 complimentary tickets



GOLD SPONSOR \$2,000

EVENT SPACE

- Premium location inside the venue
- Opportunity to select vendor table location

SIGNAGE

- Logo on event signage

PROMOTION

- Logo on postcards and posters
- Exclusive insert in tote bags (materials to be provided)

WEBSITE / MEDIA

- Logo and hyperlink on sponsor and vendor pages
- Mention in media release

SOCIAL MEDIA

- 2 pre-event posts + 3 stories on Instagram and Facebook
- 1 post and 2 stories the day of the event
- 1 post after the event

EVENT PASSES

- 10 complimentary tickets



SILVER SPONSOR

\$750

SIGNAGE

- Logo on event signage

PROMOTION

- Logo on postcards and posters

WEBSITE / MEDIA

- Logo and hyperlink on sponsor and vendor pages
- Mention in media release

SOCIAL MEDIA

- 1 pre-event post + 2 stories
- 1 story the day of the event
- 1 post after the event

EVENT PASSES

- 8 complimentary tickets



SILVER SPONSOR

\$500

PROMOTION

- Logo on postcards and posters

WEBSITE / MEDIA

- Logo and hyperlink on sponsor and vendor pages
- Mention in media release

SOCIAL MEDIA

- 1 collaborative pre-event post + 2 stories
- 1 story the day of the event
- 1 post after the event

EVENT PASSES

- 5 complimentary tickets



OTHER WAYS TO SPONSOR

Sponsored Reel — \$300

Dedicated reel featuring product/service.

Email Blast Feature — \$250

Dedicated sponsor spotlight in email newsletter.

Sponsored Giveaway — \$200

Additional branded giveaway feature.

VIP Bag Insert — \$150

Coupon/sample/flyer added to attendee bags.

Sponsorship Opportunities



**Thank you for expressing your support for
Gluten Free Fest!**

We value your contribution and the impact our event. Your generosity will play a crucial role in promoting your company while creating an exceptional experience for our guests and making a positive impact on the gluten-free community.

We extend our sincere appreciation and encourage you to explore the available sponsorship opportunities. It is our belief that by selecting a sponsorship level that aligns with your company's goals and values, we can maximize the mutual benefits of this partnership.

To finalize your sponsorship, we kindly request that you reach out to us **as soon as possible**. We will be delighted to provide any additional information you may need and assist you in the sponsorship process.

CONTACT

For more information or to finalize your sponsorship, please contact;

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For additional event details, please visit our website at www.glutenfreefest.ca and follow us on Facebook and Instagram at @theglutenfreecollective