



**Toronto**  
**Tea Festival**

**2020**

**Sponsorship  
Opportunities**

Sponsor the **8<sup>th</sup> Annual Toronto Tea Festival** to reach and gain profile with thousands of tea lovers at the largest consumer tea show in North America.



## Why Sponsor?

Our mission is to promote the importance of tea culture, education, and appreciation. Sponsoring the Toronto Tea Festival aligns you with our mission and positions you as a thought leader in the tea industry.



## Sponsorship Options

In addition to the inclusions listed below, all of our Sponsors will receive a “Toronto Tea Festival 2020 Sponsor” digital badge to use online.

Sponsorship	Max	Description	Cost
Coat Check Sponsor	2	Gain exposure to nearly all guests by letting them know you’re keeping our coat check free. Includes logo on signage near coat check and recognition in day-of promotional materials.	\$100
Selfie Wall Banner Sponsor	5	Promote your company on the official Toronto Tea Festival selfie wall banner near the entrance of the festival. This highly-visible location is shared frequently on social media. Includes 8” logo tiled on official 2019 selfie wall banner and recognition in day-of promotional materials.	\$150
			
Stage Sponsor	2	Promote your company as a friend of tea culture by promoting the cultural stage. Includes logo on signage near performance stage and recognition in day-of promotional materials.	\$200
Speakers’ Room Sponsor	2	Let tea-loving attendees know that you support tea education by sponsoring the speakers’ room. Includes logo on signage near speakers’ room and recognition in day-of promotional materials.	\$200

Sponsorship	Max	Description	Cost
Registration Table Sponsor	2	Be the first sponsor attendees see as the registration table sponsor. Includes logo on signage at both registration tables and recognition in day-of promotional materials.	\$200
Program Booklet Sponsor	1	Be the “guide” to the Toronto Tea Festival by sponsoring the official program booklet. Includes logo recognition on front of program booklet and recognition in day-of promotional materials.	\$300
Calendar Sponsor	12	<b>***NEW FOR 2020***</b> Remind attendees about your online/retail shops all year with a promo code. The official Toronto Tea Festival Calendar will be distributed in this year’s swag bags, free of charge to attendees. Includes full-page artwork with shop details and custom code to be used all year. Vendors may choose to pair up and provide one promo code each per page.	\$350
AV Sponsor	5	Sponsoring our event AV ensures that our speakers, performers, and vendors have the support they need to make the event enjoyable for our guests? Includes logo on signage at speakers’ room and stage, and special recognition in day-of promotional materials.	\$750
Presenting Sponsor	1	As our most prestigious sponsorship, the presenting sponsor is listed on nearly all promotional materials distributed before and during the festival, stylized as “Toronto Tea Festival, presented by ___”. Includes logo insertion beneath Tea Festival logo on pre-event posters/ flyers, program booklet, event banners, official calendar, website, and other promotional materials.	\$10000



Sponsorship	Max	Description	Cost
Door Prize Sponsor	-	Gain recognition by providing prizes for our guests to win in our popular Door Prize drawing. Includes social share with photo of winner and presentation on Door Prize table.	-
Volunteer Sponsor	-	Our volunteers work hard and love sharing their experiences. Donate 20+ small items to thank our volunteers for their efforts at the event. Items can be packets of tea, teaware, tea pets, etc. and do not all need to be the same. Includes recognition via social share photos (ours and from the volunteers).	-



## Media & Bloggers

Have an idea to help us promote the Toronto Tea Festival? Contact us with your proposal via email at [info@teafestivaltoronto.com](mailto:info@teafestivaltoronto.com). While we cannot accept all media proposals, we will give every viable option consideration.

## Premier Sponsorship Packages

These Premier Sponsorships are exclusive to one company each, and *include a 10x10 booth with electrical.*

Level	Includes	Cost
Gold Sponsor	<ul style="list-style-type: none"> <li>• Selfie Wall Banner Sponsor</li> <li>• Gold Sponsor on all Promotional Materials (posters, website, social)</li> <li>• Gold Sponsor Logo in Exhibitor Listing</li> <li>• Gold Sponsor Digital Badges to use on website and social media</li> <li>• Two Admission Tickets to the Toronto Tea Festival</li> </ul>	\$1500
Platinum Sponsor	<ul style="list-style-type: none"> <li>• Selfie Wall Banner Sponsor</li> <li>• Platinum Sponsor on all Promotional Materials (posters, website, social)</li> <li>• Platinum Sponsor Logo in Exhibitor Listing</li> <li>• Platinum Sponsor Digital Badges to use on website and social media</li> <li>• Calendar Sponsor</li> <li>• Four Admission Tickets to the Toronto Tea Festival</li> </ul>	\$2000
Diamond Sponsor	<ul style="list-style-type: none"> <li>• Selfie Wall Banner Sponsor</li> <li>• Diamond Sponsor on all Promotional Materials (posters, website, social)</li> <li>• Diamond Sponsor Logo in Exhibitor Listing</li> <li>• Diamond Sponsor Digital Badges to use on website and social media</li> <li>• Calendar Sponsor</li> <li>• AV Sponsor</li> <li>• Ten Admission Tickets to the Toronto Tea Festival</li> </ul>	\$2500

For more information and to sign up as a sponsor of the Toronto Tea Festival 2020, please contact Lisa at [info@teafestivaltoronto.com](mailto:info@teafestivaltoronto.com) or **647.878.6934**.

**We look forward to working with you!**