

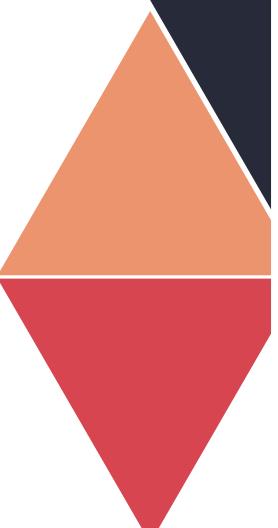


RESTAURANT  
ASSOCIATION of NOVA SCOTIA



# 2024

# MARKETING OPPORTUNITIES



@RestAssocNS

[www.RANS.ca](http://www.RANS.ca)  
[www.DineNS.ca](http://www.DineNS.ca)

# MARKETING WITH RANS

Marketing your business takes precious time, money, and skillful planning. Let our team of marketing professionals support you through our various marketing channels. We provide everything from a single story share, to customized marketing graphics, or even your own booth at our annual Savour Food and Wine Show.

**The following marketing package contains detailed information, offers and pricing for both members and non-members of RANS.**

## Marketing Opportunities:

- Social Media
- E-Marketing
- Events
- Sponsorship

If you are interested in any of our marketing opportunities, or if you have any questions, please contact [heather@rans.ca](mailto:heather@rans.ca)

## Our Sponsors

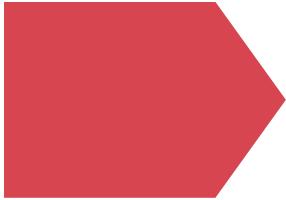


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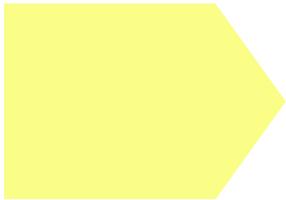


# Social Media



## Story Shares

Want to spread the word about a product or an event? Email us your news, or tag us on social media so we can share your news in our stories!



## Custom Social Media Posts

Let our team design a custom social media graphic that we can help you distribute far and wide!



## Repost/Feed Posts

We will repost/share your news and events to our main feed where it will live permanently!



## Articles

Do you have an article you want to share about your business, or an issue affecting the food and beverage industry? Be sure to let us know!

# SOCIAL MEDIA MARKETING WITH RANS

**Thank you for your interest in social media marketing with RANS!**

**Our social media offers are available to:**

- RANS Restaurant Members
- RANS Supplier Members
- RANS Benefit Suppliers
- Non-member Restaurants\*
- Non-member Industry Suppliers\*
- Tourism Operators
- Food and Beverage focused events/committees
- Cultural events that support the food and beverage industry

## How will social media marketing with RANS support your business?

- Save time and money
- Let your restaurant, specials, events and news reach a wider audience
- Access our network of vetted influencers and collaborators
- Social Media Marketing is FREE for all Members of RANS

### \*Social Media Marketing Costs for non-members

|                             |        |
|-----------------------------|--------|
| Story Shares and Articles   | FREE   |
| Custom Social Media Graphic | \$40   |
| Reposts/Feed Posts          | 3/\$40 |

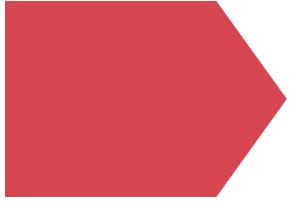


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# E-Marketing



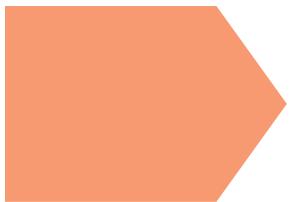
## Business Bite Newsletter

RANS monthly business newsletter includes industry updates, statistics, articles and Buy and Sell.



## Bite Foodie Newsletter

RANS Foodie Newsletter has over 1400 subscribers and contains information about events, festivals, specials, restaurants and recipes.



## Website

Our website contains detailed restaurants listings for our members. Let us advertise your space with pictures, menu details and restaurant features.



## Customized Eblast

Showcase your product, service or event with a custom Eblast. Eblast topics are up to the discretion of RANS to make sure they support the restaurant industry in Nova Scotia.

# E-MARKETING WITH RANS

**Thank you for your interest in e-marketing with RANS!**  
**Our e-marketing offers are available to:**

- RANS Restaurant Members
- RANS Supplier Members
- RANS Benefit Suppliers
- Non-member Restaurants\*
- Non-member Restaurant and Industry Suppliers\*
- Tourism Operators
- Food and Beverage focused events/committees
- Cultural events that support the food and beverage industry

## **How will e-marketing with RANS support your business?**

- Specials & promotions will reach a wide network of industry supporters
- Enjoy a detailed, colorful listing that can be updated anytime
- Social Media Marketing is FREE for all Members of RANS
- Save time and money on marketing by letting us support you

### **\*E-Marketing Costs for non-members**

Business Bite and Bite Foodie News

Based on size and detail

Basic Restaurant Listing

FREE

Detailed Restaurant Listing

Members Only

Customized Eblast

Starts at \$50 (Free for members & non-profits)



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# Events



## Nova Scotia Restaurant Awards

The Annual Nova Scotia Restaurant Awards allow all Nova Scotian restaurants to showcase their business by nominating themselves in a given category. Winners are announced at the annual Awards Gala.

## RANS Golf Tournament

The Annual RANS Golf Tournament is for restaurants, suppliers and industry supporters to make connections and have some fun. Support RANS initiatives by entering a team into the tournament or through hole sponsorship and donations.

## Savour Festival

The Savour Food & Wine Festival is a celebration of food and drink. With four specialty shows and a month-long Dine Around, you can explore local restaurants and breweries, sample masterfully made cocktails, and taste rare and fine wines. More details in Events- Savour Festival

## Dine Around

Every February, restaurants, cafes, pubs and bars across the province showcase the array of Nova Scotia hospitality and creativity at an attractive price.

# Events - Savour Festival



Head back to those long summer days by the lake at the Craft Beer Cottage Party! Sample beers from 25+ local craft breweries while you chill in an Adirondack chair and listen to live music. Enjoy cottage games, dancing, and delicious beer-friendly food.

imbibe

A True Cocktail Event! Head out on the town for a legendary evening. Imbibe has brought together 20+ of Nova Scotia's best mixologists for an evening of perfectly crafted, sample-size cocktails made just for you.

Rare & Fine  
Wine Tasting

An evening for the wine lover. The superior selection of wines are all rated 90 points and above by the world's major wine publications. These beautiful wines rarely see our shores and for many, this will be their first visit ever.

SAVOUR  
FOOD & WINE

The Savour Food & Wine Show is Atlantic Canada's premier food and wine event. Take in the evening and explore samples of delectable foods, legendary cocktails and fine wine.

# EVENTS

**Thank you for your interest in RANS Events! Our event offers are available to:**

- RANS Restaurant Members
- RANS Supplier Members
- RANS Benefit Suppliers
- Non-member Restaurants\*
- Non-member Suppliers\*
- Associations, Groups and Businesses supporting the restaurant Industry

## **How will RANS Events Support Your Business?**

- Gain exposure through participation in festivals and events
- Enjoy networking opportunities with other food and beverage businesses and industry supporters
- Showcase your talented staff and offerings through products and booth creation

### **\*Event Costs for non-members**

|                          |  |
|--------------------------|--|
| Savour Food & Wine Show  | Members Only                               |
| Craft Beer Cottage Party | FREE<br>Early sign up available to members |
| Imbibe                   | FREE<br>Early Sign up available to members |
| Rare & Fine Wines        | FREE<br>Early Sign up available to members |
| Dine Around              | FREE                                       |



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# Sponsorship Opportunities

## Nova Scotia Restaurant Awards

### **Sponsorship of one Award Category:**

Introduction/Presentation of Award at Annual Awards Gala. Business name etched on Award, Promotion through website & newsletter. Social media recognition on applicable channels.

## RANS Golf Tournament

### **Hole or Reception Sponsorship:**

Network and connect with Industry partners with your own table at the tournament, exposure on all signage and materials. Promotion across newsletter, social media & website.

## Savour Festival

### **Be part of the Food & Wine Festival of the Year**

Logo and Signage at 4 events: Craft Beer Cottage Party, Imbibe, Savour Food & Wine, Rare & Fine Wine. Logo and exposure on Savour Food and Wine Website, Complimentary Tickets to Festival Events.

## Additional Opportunities

Talk to us today about small-scale sponsorships, or in-kind sponsorship, in the form of donations, gifts and services. There are always ways to support the food and beverage industry while also promoting your business.

# SPONSORSHIP OPPORTUNITIES

**Thank you for your interest Sponsorship Opportunities with RANS!**  
**Sponsorship Opportunities are available to:**

- RANS Restaurant Members
- RANS Supplier Members
- RANS Benefit Suppliers
- Non-member Restaurants\*
- Non-member Suppliers\*
- Associations, Businesses and Groups supporting the restaurant Industry

## How will RANS Sponsorship Opportunities Support Your Business?

- Gain exposure through festival and event promotion
- Enjoy networking opportunities with other food and beverage businesses and industry supporters
- Enjoy complimentary passes to relevant RANS events
- Proudly support the Food and Beverage Industry in Nova Scotia

## Sponsorship Levels

Nova Scotia Restaurant Awards

\$1200

Golf Tournament

Gold, Silver and Bronze Levels available

Savour Food & Wine

Various Opportunities - contact us today

Other Opportunities

Various Opportunities - contact us today



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