



# SPONSORSHIP OPPORTUNITIES

WITH THE  
**RESTAURANT  
ASSOCIATION OF  
NOVA SCOTIA**



## **RANS EVENT SPONSORSHIP**

The Restaurant Association of Nova Scotia (RANS) offers a variety of event sponsorship opportunities. You can choose the events that best suit your marketing needs according to demographic, audience numbers, location and even time of year! Keep reading to learn about our wide range of events, including: The Savour Festival, The Nova Scotia Restaurant Awards, RANS Annual Golf tournament, social events, customized and multi-event opportunities.

### **THE SAVOUR FOOD AND WINE FESTIVAL**

The Savour Food & Wine Festival is a testament of the delectable food and beverage products that Nova Scotia's restaurant industry has to offer; creating a culinary landscape for consumers. The festival has built on the many successes from previous years, continuing to grow in both size and number of events.



A Savour Food and Wine Festival Sponsor has the opportunity to highlight their business in any number of the festival events. The Savour events differ in consumer demographic, and exhibitor participation, allowing Russell Hendrix to select the most suitable target audience.

**IMBIBE: A COCKTAIL EVENT**  
**Anticipated Attendees 400**



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.

**CRAFT BEER COTTAGE PARTY**  
**Anticipated Attendees 500**

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.



**SAVOUR FOOD & WINE SHOW**  
**Anticipated Attendees 1200**

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 from over 80 vendors.

**RARE & FINE WINE TASTING**  
**Anticipated Attendees 185**

An event 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.



## FESTIVAL SPONSORSHIP OPPORTUNITIES



### SILVER \$2500

- Your business name/logo in all Savour Food & Wine Festival print advertising
- Logo and link to your business website on [savourfoodandwine.com](http://savourfoodandwine.com) and [rans.ca](http://rans.ca)
- Opportunity for social media collaboration
- Your logo/promotional banner displayed at all events during the Savour Food & Wine Festival (events include Imbibe, Rare & Fine Wine Tasting, Craft Beer Cottage Party and Savour Food & Wine Show)
- 2 guest passes for Savour Show
- 2 guest passes for Imbibe
- 2 guest passes for Craft Beer Cottage Party

### GOLD \$5000

- Your business name/logo in all Savour Food & Wine Festival print advertising
- Logo and link to your business website on [savourfoodandwine.com](http://savourfoodandwine.com) and [rans.ca](http://rans.ca)
- Opportunity for social media collaboration
- Your logo/promotional banner displayed at all events during the Savour Food & Wine Festival events include Imbibe, Rare & Fine Wine Tasting, Craft Beer Cottage Party and Savour Food & Wine Show
- Vendor display space at each event
- 6 guest passes for Savour Show
- 2 VIP guest passes for Savour Show
- 4 guest passes for Imbibe
- 4 guest passes for Craft Beer Cottage Party

# PLATINUM

## \$10,000

- Your business name/logo in all print advertising and festival signage and assets
- Opportunity for co-branding on event items (i.e. wine clips)
- Opportunity for social media collaboration
- Your logo/promotional banner displayed at all events during the Savour Food & Wine Festival
- Vendor display space at each event
- Logo and link to your business website on [savourfoodandwine.com](http://savourfoodandwine.com) and [rans.ca](http://rans.ca)
- Recognition at all events as platinum sponsor
- Participation in VIP Reception at Savour Food & Wine Show
  - 20 VIP guest passes
- Opportunity to show client appreciation
  - 20 guest passes for Savour Food & Wine Show
  - 14 guest passes for Imbibe
  - 12 guest passes for Craft Beer Cottage Party
- Four promotional campaigns (your subject matter) in both BITE Foodie (consumer) & BITE Business (business) newsletters for one year
- Opportunity to present 2 educational sessions or webinars promoted by RANS



## INDIVIDUAL SAVOUR EVENT SPONSORSHIP OPPORTUNITY

You can choose to sponsor one particular event, rather than the festival as a whole. Individual event sponsorship might include:

- Your business name/logo on all promotional materials (digital and print)
- Opportunity for co-branding (i.e. wine clips, swag)
- Opportunity for social media collaboration
- Your logo/promotional banner displayed
- Vendor display and swag space at the event
- Partnership on contests, giveaways
- Logo and link to your business website on [savourfoodandwine.com](http://savourfoodandwine.com) and [rans.ca](http://rans.ca)
- Opportunity to show client appreciation
  - Passes to sponsored event (amount of tickets TBD)

Sponsorship amount may vary depending on event and items included

## CUSTOMIZED FESTIVAL SPONSORSHIP OPPORTUNITY



Is there a certain aspect of the Savour Show that you would like to support? Chat with us about a customized opportunity.

- Entertainment
- Glassware
- Photography/Videography
- Event Brochure
- Marketing (Billboard/Radio)
- And more!

## THE NOVA SCOTIA RESTAURANT AWARDS

The Restaurant Association of Nova Scotia (RANS) recognizes “The Best of Our Industry” at its Annual Restaurant Awards Gala. All nominees undergo a finessed selection process that includes consumer voting and a panel of expert regional judges.

Our food and beverage sector serves over 92 million meals a year and generates \$2.7 billion in revenue. There are 32,000 people who work in our sector with 3400 food permits issued.



The restaurants across Nova Scotia reflect the character, customs and diversity of our beverage and culinary offerings. Restaurants are the heart and soul of communities and we are honored to recognize Nova Scotia's best.

By becoming a Nova Scotia Restaurant Awards sponsor, you have the opportunity to show your support for this hard working industry and everything it brings to our province.



## RESTAURANT AWARD SPONSOR OPPORTUNITIES

Nova Scotia Restaurant Awards Sponsors can choose to sponsor a full Award Category. Sponsors can also choose to support the reception by becoming a contributing sponsor.

### SPONSOR AN AWARD CATEGORY \$1200

Becoming an Award Category sponsor means that your business would be listed as the sponsor in one of the 10 major award categories, or one of our two brand new recognition categories. Category sponsors have the opportunity to present the award to the winning restaurant at the Annual Awards Gala.

- Corporate name on the Award
- Introduction of the Award at the dinner
- Presentation of the Award
- Photos of presentation
- Post publicity of the event in Bite Business, local papers & social media
- Posted in RANS Awards Website
- Four complimentary Award Gala passes
- Logo & sponsorship included in event brochure
- Option of right of first refusal in 2026



### CONTRIBUTING SPONSOR OPPORTUNITIES

Sponsors can choose to support the Awards by contributing to the reception, or a certain aspect of the awards, such as entertainment or photography. Talk to us about a customized package opportunity to suit your business and budget.

# THE ANNUAL RANS GOLF TOURNAMENT

The Annual RANS Golf tournament, which takes place each fall, brings together restaurants, suppliers and industry stakeholders together for a day of networking on the golf course.



By sponsoring the RANS Golf Tournament, you will receive prominent visibility and exposure among a captive audience. Your sponsorship supports the Restaurant Association of Nova Scotia (RANS), a non-profit association whose mission is to continuously make a positive impact on the restaurants, cafes, bars and caterers in Nova Scotia supporting a vibrant and thriving industry.

RANS Golf Tournament Sponsors are invited to support the tournament through Gold, Silver, Bronze or reception sponsorship. Businesses can also support the tournament by becoming a hole sponsor and offering food, beverage or gifts at a hole.

# GOLF SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR \$5000

- 2 teams of four in the tournament
- 10% discount on additional teams
- Signage/booth/presence at the tournament
- Inclusion in golf tournament newsletter
- Logo on all golf marketing materials
- Listed as a major tournament sponsor
- Newsletter spotlight
- Custom marketing opportunities
- Promoted on social media platforms

## SILVER SPONSOR \$2500

- Team of four in the tournament
- Signage/presence at the tournament
- Inclusion in golf tournament newsletter
- Logo on all golf marketing materials
- Listed as a tournament sponsor
- Newsletter Recognition
- Promoted on RANS social media platforms

## RECEPTION SPONSOR \$1200

- Two golf players in the tournament
- Signage/Booth/presence at reception
- Inclusion in golf tournament newsletter
- Networking with existing and potential clients during reception
- Listed as a tournament sponsor
- Recognition in RANS newsletters
- Promoted on RANS social media platforms



## HOLE SPONSORSHIP OPPORTUNITIES \$400 OR IN-KIND

- Listed as a tournament participant
- Inclusion in golf tournament newsletter
- Recognition in RANS newsletters
- Promoted on RANS social media platforms

## **SOCIAL & ASSOCIATION SPONSORSHIP OPPORTUNITIES \$400 OR IN-KIND**

Looking for some additional opportunities? RANS webinars and Meet & Greets provide businesses of all sizes with the valuable opportunity of marketing to an industry-based audience. RANS hosts webinars on a variety of topics throughout the year. Meet & Greet sessions take place in the spring and fall in various areas of the province. Sponsoring these events provides valuable networking and exposure - and demonstrates support for the industry and association year-round.



## **GENERAL SPONSORSHIP PACKAGES**

Some businesses choose to become a general sponsor of RANS, spreading out their support throughout the year and selecting a variety of events and opportunities to highlight their business. This allows Russell Hendrix to choose the opportunities that most align with their marketing goals. General sponsorships vary in budget, length and opportunity. Talk to us today about becoming a RANS general sponsor.

### **Contact**

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