



# ROOTS RANTS AND ROARS

*A regional celebration of the natural gifts of Newfoundland  
& Labrador Food, Culture, Land & Sea.*



## CORPORATE SPONSORSHIP PACKAGES

Promote your business to our visitors with an exclusive partnership opportunity where you can reach thousands of potential new consumers.

2025

[info@rootsrantsandroars.ca](mailto:info@rootsrantsandroars.ca)



# The Presenting Event Sponsor



**Purchase Price**  
**\$12,000 - \$15,000**



- ~ **Presenting Sponsor of Roots Rants and Roars**
- ~ **Tickets - 4 Signature Weekend Passes**
- ~ **Logo to be incorporated and appear anywhere event logo appears**
- ~ **On-site signage**
- ~ **5 dedicated social media posts - 1 to announce partnership**
- ~ **Website recognition - logo to appear as presenting sponsor**
- ~ **Supply a judge for Cod Wars Culinary competition**
- ~ **Ad to feature on Roots Rants and Roars website**
- ~ **Dedicated article in E-newsletter**
- ~ **Other opportunities as deemed mutually beneficial**

# The Hike Presenting Sponsor



Purchase Price  
**\$5000**



- ~ Presenting Sponsor of "The Hike"
- ~ Tickets - 4 Tickets to The Hike | 2 Weekend Passes
- ~ 3 dedicated social media posts
- ~ Website recognition - logo to appear as presenting sponsor of The Hike
- ~ Large logo in E-newsletter
- ~ Large logo in Event program and map
- ~ On-site signage | 2
- ~ Other opportunities as deemed mutually beneficial

# The Cod Wars Presenting Sponsor



Purchase Price  
**\$5000**



- ~ Presenting Sponsor of "Cod Wars"
- ~ Tickets - 4 tickets to Cod Wars | 2 Weekend Passes
- ~ 3 dedicated social media posts
- ~ Website recognition - logo to appear as presenting sponsor of Cod Wars
- ~ Large logo in E-newsletter
- ~ Large logo in Event program and menu
- ~ On-site signage | 2
- ~ Winners large cheque with logo on it
- ~ Other opportunities as deemed mutually beneficial

# The Feast Presenting Sponsor



Purchase Price  
**\$5000**



- ~ Presenting Sponsor of "The Feast"
- ~ Tickets - 4 tickets to The Feast | 2 Weekend Passes
- ~ 3 dedicated social media posts
- ~ Website recognition - logo to appear as presenting sponsor of The Feast
- ~ Logo on the table menus
- ~ Large logo in E-newsletter
- ~ Large logo in Event program and menu
- ~ On-site signage | 2

# The Picnic Presenting Sponsor



Purchase Price  
**\$2500**



- ~ Presenting Sponsor of "The Picnic"
- ~ Tickets - 2 tickets for Cod Wars
- ~ 2 dedicated social media posts
- ~ Website recognition - logo to appear as presenting sponsor of The Picnic
- ~ Large logo in E-newsletter
- ~ Large logo in Event program and menu
- ~ On-site signage | 1

# The Chef Swag Bag Sponsorship/In Kind



Purchase Price  
\$500 - \$1000



- ~ Items for 35 bags (this can be a collection of items to reach either of the levels.
- ~ Logo added to website tab as part of local artisan.
- ~ Tags added to chefs social media post

# Community Partner Sponsor



Purchase Price  
**\$1000**



- ~ Two tickets to the Hike
- ~ 1 dedicated social media post
- ~ Website Recognition



# 2023 Social Media Statistics



## Instagram Overview June 24th - September 23rd.

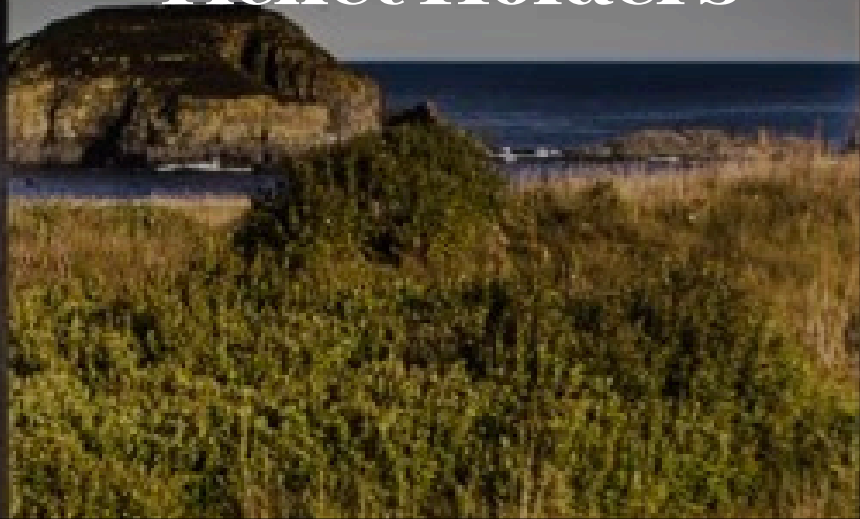
Accounts Reach: 30,672  
Profile Visits: 5,668  
Total Post Reach: 77,992  
Total Number of Post Engagements: 3,391  
Top Age Groups: 35-45: 39.3%, 25-35: 21.5%



## Facebook Overview June 24th - November 16th

Page Reach: 221,895  
Profile Visits: 5,266  
Total Post Reach: 357,413  
Total Number of Post Engagements: 10,448  
Top Age Groups: 35-45: 31.3%, 45-55: 26.6%  
Top Performing Post: 120,239

# Non-Resident Visitors Ticket Holders



Total Tickets sold to  
Canada and USA +  
Others 2023



2019 - 14.30%

No Event for 2020,2021.

2022 - 20.36%

2023 - 21.68%



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