



The Northern Frontier Visitors' Association presents:



The Great Northern Shore Lunch Cook Off

Date: Saturday, June 14, 2014

Times:

- Public Cook-Off 4:30pm - 7 pm
- Kids Corner 4:30pm - 7 pm
- Beer Gardens 4:30pm - 12pm
- Farmers Market 4 pm - 7 pm

Location - Northern Frontier Visitors' Centre parking area and grounds

Goal - We hope that the Great Northern Shore Lunch will become an annual sign of summer for locals and visitors alike. This event aims to raise funds to improve visitor services, but also to highlight our local culture and cuisine in a fun and interactive setting.

Brief outline - We will accept registrations from 20 teams. The teams will prepare fish using their unique recipes and ingredients. There will be a panel of judges who will employ a point system to determine winner. The winning team will be given a Grand Prize. We have invited the Food Network to participate and will be reaching out to various media outlets in order to gain some national coverage, but have not received any commitments to date.

The event will include an arts market for locally produced art and craft goods. We will also be inviting vendors from the Farmer's Market to attend and set-up at no cost.

There will be a large outdoor sitting area for the public to sit and enjoy the cook off. After the public event is closed it will expand to increase beer gardens capacity.

Beer Gardens - will be set up to accommodate entertainment, a live auction and dance floor. Fish will be available for purchase in the Beer Gardens until close.

Tickets - We will be selling tickets at \$2.00 a piece, various items will cost a different of tickets. For example: pop - 1 ticket / fish sample with small side -2 tickets / beer - 3 tickets / wine - 3 tickets / entrance to beer gardens only - 5 tickets. There will be no entrance fee to the public and there will be no charge for the kids' corner.

Estimated turn out - We feel comfortable we will see a crowd of 350 people throughout the day. We will be planning to allow for 400 to play it safe. That will include some of the crowd staying on to enjoy the evening.

Advertising - We will be advertising extensively throughout Yellowknife and the NWT using various forms of traditional and digital marketing.



Sponsorship Opportunities:

Goldfish

Silverfish

Jackfish

\$5000

\$1500

\$500

Gold Level Recognition

Silver Level Recognition

Jack Recognition

Team Entry (\$500 Value!!!)

Team Entry (\$500 Value!!!)

Team Entry (\$500 Value!!!)

Boardroom Rental - X2

Boardroom Rental

(\$700 Value!!!)

(\$350 Value!!!)

Beer Garden - VIP Table - X2

Beer Garden - VIP Table

(Includes 20 VIP Passes!!!)

(Includes 10 VIP Passes!!!)

Patio Umbrellas with Logo - X5

(\$1000 Value!!!)

Airport Board Advertising

(\$750 Value!!!)

Reception/Event Rental

(\$750 Value!!!)

Website Advertising

(\$500 Value!!!)

Website Advertising

(\$250 Value!!!)

Website Advertising

(\$100 Value!!!)