

# **Go East RTO**

Regional Tourism Organization

August 13, 2015

Dear Valued Member and Supporter of Go East Regional Tourism:

**RE: Your participation in Eat East of Edmonton – A Showcase of Local Food- Sept. 30, 2015**

Planning is well underway for the First Annual Regional Event to celebrate local food and culinary tourism development taking place Wednesday, September 30, 2015. Please see the attached invitation.

For those of you who have not had the opportunity to learn of the activities of Go East RTO and its partnerships, this is an excellent opportunity to do so.

With grant funding over the past 2 years, a lot of progress has been made to grow Culinary Tourism, promote local food producers, local dining, ag-tourism, create culinary trails and more development opportunities from across the region, and from right in your area.

By showcasing the regions “Local Fare” we can help make the region a *Premiere Destination for Rural Culinary Tourism*. Every year thousands of people visit and purchase from local farms and gardens, farmers markets, eat and drink local at restaurants, bakeries, pubs, delicatessens and other shops, plus local events, and including those in your respective communities. While the real economic impact is immeasurable, we are confident visitors spent their dollars well beyond the doors of culinary tourism operators (such as camping, shopping, etc) and then return again at a later date to replenish their stomachs and shelves or take in local events. *Truly it is a real boost for significant economic growth for the whole region.*

**To ensure this new event achieves success in 2015, we are writing to invite your community’s support in the following ways:**

1. *Purchase Tickets* and have your council and staff attend. Spouses welcome. Only \$25 per person. See attached invitation and order form.
2. *Sponsorship Opportunities – (Cash or Inkind sponsorship welcome)*
  - a) **\$100 Sponsorship** includes: one ticket to event; name listed on promotional material printed and on the website and recognition at the event.
  - b) **\$250 Sponsorship** includes: 2 tickets to the event, your logo placed on promotional material printed and on the website. Your banner stand can be displayed at the event and you can also have a display from your company or community. Plus other recognition.
  - c) **\$300 Hall Sponsorship** includes: all the benefits of the \$250 sponsorship plus you can have a banner up as Hall sponsor, and you will receive extra recognition as the Hall sponsor.
  - d) **\$500 Major Sponsorship** includes: 4 tickets to the event, your logo more prominently placed on promotional material printed and on the website. Your banner and/or banner stand can be displayed at the event and you can also have a display from your company or community. Plus Major Sponsorship recognition in ads in newspapers or press releases, plus social media promotion and other recognition.

If you are able to assist with this project, please advise at your earliest convenience. Your Company or Community will be recognized in promotional materials (i.e. brochure, website, etc), once your commitment is received. (Note: Inkind sponsors may receive less tickets as per sponsorship package chosen.)

We invite you to participate and support this event which in turn supports the continued growth of rural tourism development in our region. Please reply on or before August 31, 2015. If you have any questions, please email [gord@goeastrto.com](mailto:gord@goeastrto.com) or call Gord Snyder 780-988-1500 or Donna Jenson, phone/fax 780-632-7699.

Sincerely,

Cheryl Livingstone, Chairperson  
Go East Regional Tourism Organization