



Drive-thru Experiences

Background

Due to COVID-19, British Columbia's most beloved annual events have looked a little different this year but the PNE saw tens of thousands of guests from across the province show up to support the iconic institution and take in their traditional Fair favourites throughout a series of drive-thru experiences that have kept the traditions going in 2020.

Past Experiences

May — Mini Donut Drive-thru

June — Fathers Day Car-B-Q

July — Canada Day Reverse Parade

August — Best of BC weekend (added dine-in experience welcoming 50 diners per 90 minute timeslot with live entertainment)

August — PNE Fair Experience. The PNE Drive-Thru Fair Experience was one of North America's only drive thru fair to date this year, and the event drew almost 7,500 vehicles (an estimated 30,000 guests) over the course of eight operating days.

"It was heartening to see the unwavering support from the people of this province for our organization.

The smiles, laughs and cheers from guests were inspiring for our team throughout each day. We have now successfully staged four drive-thru events, bringing joy and a sense of normalcy to guests"

PNE President and CEO,

Upcoming Experiences

Halloween Trick or Treat

- Halloween interactive experience
- Trick or Treat experience
- Entertainment
- Food offerings

**Program subject to change*

Holiday Season (anticipated)

- Holiday lights drive-thru with Gingerbread House Village, Candy Cane Lane, Enchanted Forest and Santa's Village
- Entertainment
- Food offerings

**Program subject to change*



Media and Marketing

Beginning 3 weeks prior to the event the PNE launches a vigorous advertising campaign to promote these amazing experiences. Annually the PNE captures over 150M media impressions from our paid media and over 200M earned media impressions during the PNE hosted events. The PNE's long standing reputation for iconic events will build anticipation for this first time event.

The stunning beauty of this event will capture the eye of our guests through a multimedia platform of visual advertising:

Earned media through pickup on major news outlets including Global, CTV Vancouver, CITYTV and their national affiliates.

- Experience the PNE fair in a new way:
<https://www.ctvnews.ca/video?clipId=2020951>
- The Last Word: A PNE like no other:
<https://www.ctvnews.ca/video?clipId=2021322>

Digital Advertisements providing shareable content and advertisements on all social channels PLUS PNE website and Media Partner sites

Longer running Drive-thrus include paid media such as radio advertisements on popular Vancouver Stations including QMFM, JRFM, ROCK101, CFOX, News1130 and outdoor advertising across Greater Vancouver

We extend our reach through all PNE distribution channels such as:

- TicketLeader Feature email + event listings
- PNE Email Distribution
- Social Media



Anticipated Demographics

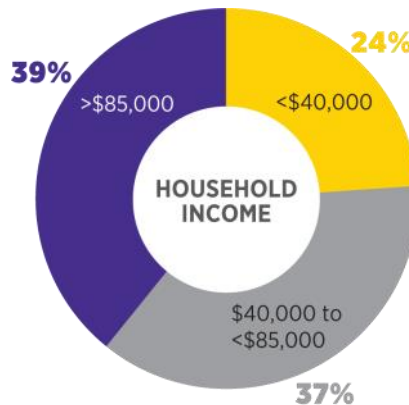
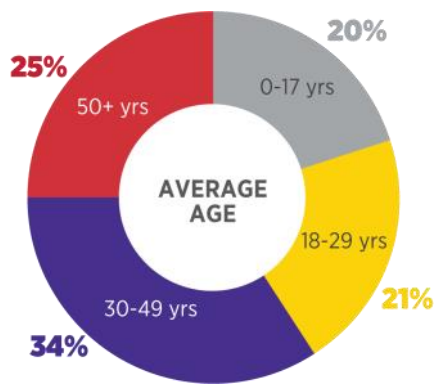
The Taste of the PNE Drive-thru experiences have been highly successful, garnering a number of sell out days throughout the spring and summer. Based on our typical guest profile for these unique events, we anticipate attracting the following demographic.

ANTICIPATED AUDIENCE

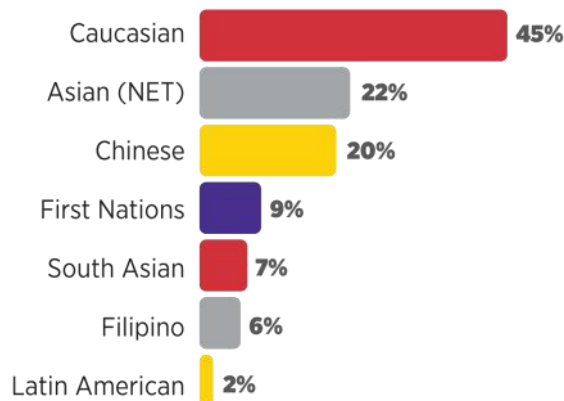


6,000 people per day

(based on VCH maximums of 1500 cars per day)



CULTURAL BACKGROUND



PNE Drive-thru Experiences Net Promoter Score 8.1

Opportunities at a Glance



The Taste of the PNE Experience offers a number of accessible partnership opportunities:

1. Signature Partnerships
2. Zone Partnerships
3. Experience Partnerships

In addition to the unique partnership benefits described below, all opportunities include the following:

- Each opportunity comes with enhanced digital exposure through website and social channels
- Brand recognition (varies dependent on level of investment)
- Engagement opportunity in activation zone with an opportunity to have brand ambassadors onsite (social distancing rules apply)

Opportunities Available	Partnership Investment	Product Placement	Website Recognition	Social Media	Media Inclusion	Site Signage	Onsite recognition	Scrim	Onsite Activation	Partner Customization
Signature										
Presenting	1	\$15,000	4	Signature	enhanced	●	●	●	At entrance	●
Trick or Treat/ Holiday Treats	1	\$5,000 (plus bags and treats)	2	Signature	enhanced	●	●		At entrance	●
Zone										
Zones vary based on event	1	\$2,500	1	Zone	integrated	●	●		1 Partner hut	●
Experience (combine for \$2000)										
- Halloween	10	\$1,000		Experience	mention	●			1 Partner hut	
- Holiday	10	\$2,000		Experience	mention	●			1 Partner hut	



Signature Partnership

Our signature partnerships are a unique opportunity to integrate your brand into the event. Each will be customized to your unique partnership objectives. Along with our standard branding recognition opportunities signature partnership benefits could include any or all of the following:

Presenting Partner

Join us in presenting this one of a kind event. There are few presenting partnership opportunities that are reaching such a wide audience. We offer marketing opportunities in the 3 weeks leading up to the event as well as exposure through experiences on site. Our presenting partner will have a welcoming presence at the entrance; product placement opportunities throughout the grounds; strong brand visibility inside and outside the event site including strong visual media benefits supported by an aggressive digital campaign; and the ability to leverage strong community presence through ongoing support of the PNE. Custom benefits such as customer/employee recognition benefits, scrim take overs, multiple brand exposure package and tailored activation benefits to your objectives are also available to our presenting partner.

Trick or Treat/Holiday Treats Partner

Become an integral part of the family experience and increase your brand awareness as our treats collection partner. As the treat partner, you would provide treat bags – and that important first treat – which would be distributed by our entrance team would be complete with verbal and visual recognition of your support. Our treats partner will have a welcoming presence at the entrance; product placement opportunities through the distribution of the bags and treats; strong brand visibility inside the experience including strong visual media benefits supported by an aggressive digital campaign; and the ability to leverage strong community presence through ongoing support of the PNE.





Zone Partnerships

Zone partnerships are the ideal way to engage with the entertainment elements of the event. From the stage performances to zones for Halloween and the holidays, each opportunity aligns with a key feature of the event.

Zones like trick or treat zones, Gingerbread Village zone, Candy Cane Lane and other creative areas will provide strong guest experiences!

Experience Partnerships

A limited number of opportunities are available beginning with our Halloween Experience—the Trick or Treat Experience and our Holiday Treats Experience.

Utilizing 10x15' custom built huts, you will be able to create XM experiences for our guests and will be allowed to distribute sample products and information on behalf of your brand with social distancing rules in place. Huts will come with one banner — additional signage and décor can be installed at partner expense.



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