



**Brock**  
University

# Cuvée

Connect with your target market in a way that speaks directly to them and their interests.

# ABOUT US



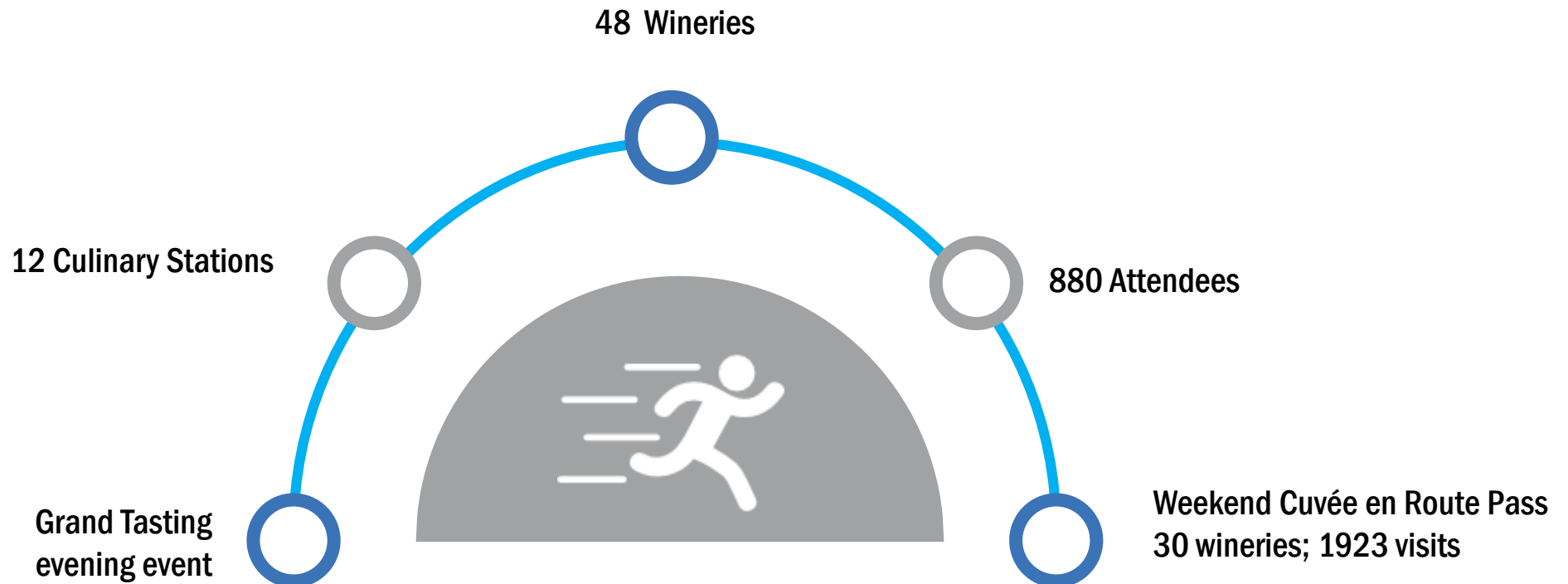
**Brock University** offers a dynamic environment fixated on the future. Brock's 21st-century transformation has launched expanded research activity and increased graduate offerings. New world-class infrastructure includes the Cairns Family Health and Bioscience Research Complex and the Marilyn I. Walker School of Fine and Performing Arts. Almost 600 faculty—many from among the latest generation of scholars—teach 72 undergraduate and nearly 50 master's and Ph.D. programs. More than 19,000 students study across seven faculties in a culture that promotes experiential learning and community outreach.

**Cool Climate Oenology and Viticulture Institute** - Established in 1996, the Cool Climate Oenology and Viticulture Institute (CCOVI) at Brock University was developed in partnership with the Grape Growers of Ontario, the Winery & Grower Alliance of Ontario, and the Wine Council of Ontario. CCOVI is an internationally recognized research institute focused on research priorities of the Canadian grape and wine industry, and the continuing educational and outreach services needs of that community.



# Cuvée

Cuvée is the signature wine and food tasting fundraising event for CCOVI. Every year over **880 people** attend in support of the mission. All proceeds from the event support the Cuvée Legacy fund which provides student scholarships and helps fund research priorities identified by the grape and wine industry.



# ABOUT OUR AUDIENCE



42% are aged 55 and older,  
58% are aged 29 - 35

53% are female

80% have participated in the  
event in the past 3 years

44% make more than \$150K/year



23% have 2 or more children  
living at home

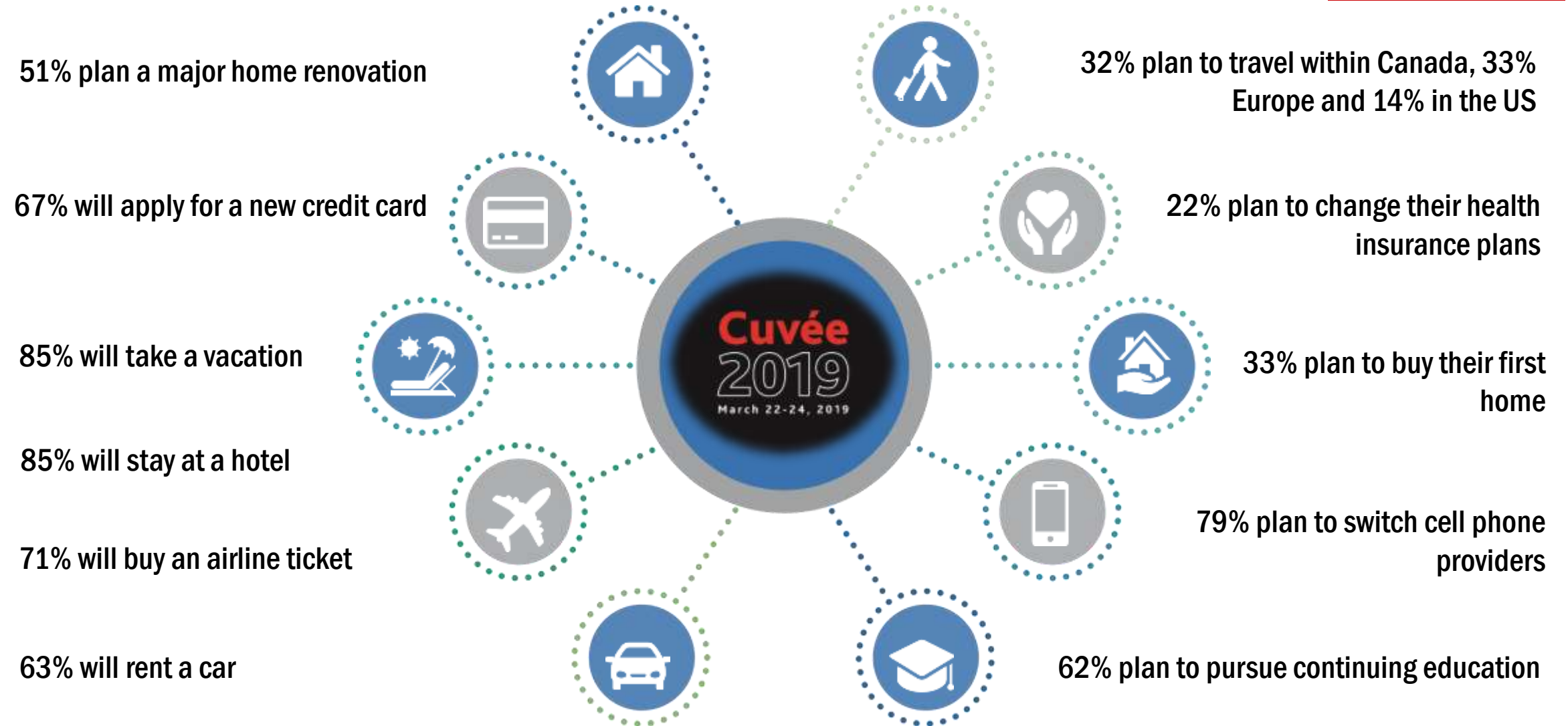
39% bank with TD,  
16% with Royal Bank,  
15% with CIBC,  
15% with Scotiabank

16% drive Toyota, 18% Honda,  
13% Ford 13% Chevrolet

39% use Bell, 38% Rogers,  
7% TELUS



# IN THE NEXT 18 MONTHS...



# OUR AUDIENCE IS RESPONSIVE...



Our **open rate** on emails sent to our database is typically **34%** with a click through rate of **15%**.



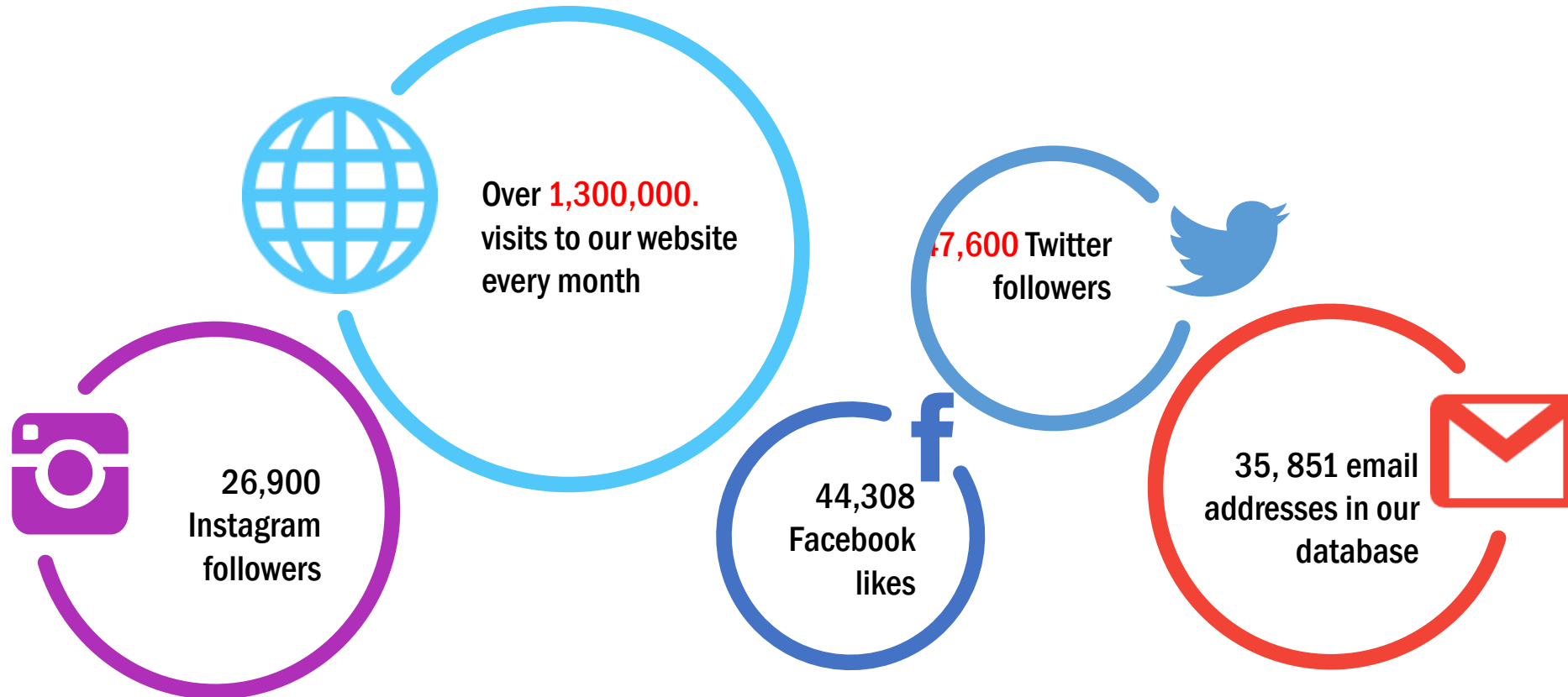
When asked if our attendees **would change a purchase based on sponsorship** of this event, **70%** of them said they would.



Not only does our audience want to hear from us but **they want to know who we are working with** companies just like yours!

# LET'S GET SOCIAL AND DIGITAL

We have a strong digital presence and an engaged audience!



We have all kinds of interesting data on our social media following and digital presence. Tell us what you're looking for and we would be happy to put something together.

# OUR MEDIA PARTNERSHIPS

We have media partnerships with the (list the media outlets we work with i.e. Horizon Media, Business Link, radio stations, along with and a broadcast agreement with CHCH pre-event and Cogeco/ on the day of the event.

Last year we also saw the organic media:



Because of this, we had a combined national media presence of **over 500,000 views** during the two months leading up to the event.



# EVERYTHING WE DO IS CUSTOM!

We don't use stock packages because we know they don't work. We want to create something just for you, designed to help you achieve your goals.

Some of the ways that we can work together include:

 Naming Opportunities

 Onsite Activations

 Brand Recognition

 VIP Opportunities



 Employee Engagement

 Advertising and Media Presence

 Experiential Marketing

In other words, we want to hear about your goals and then build something just for you and your budget.

# Let's Connect!

We're excited to hear about your goals and how we can help you achieve them.

Brock University  
*presents*  
**Cuvée**

**Get in touch and let's talk about ways we can work together:**

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Sponsorships/Partnerships  
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(289) 241-6124

**Cuvée** 2019  
GRAND TASTING | March. 23, 2019