



The ultimate armchair adventure experience!



FEAT Canada 2013

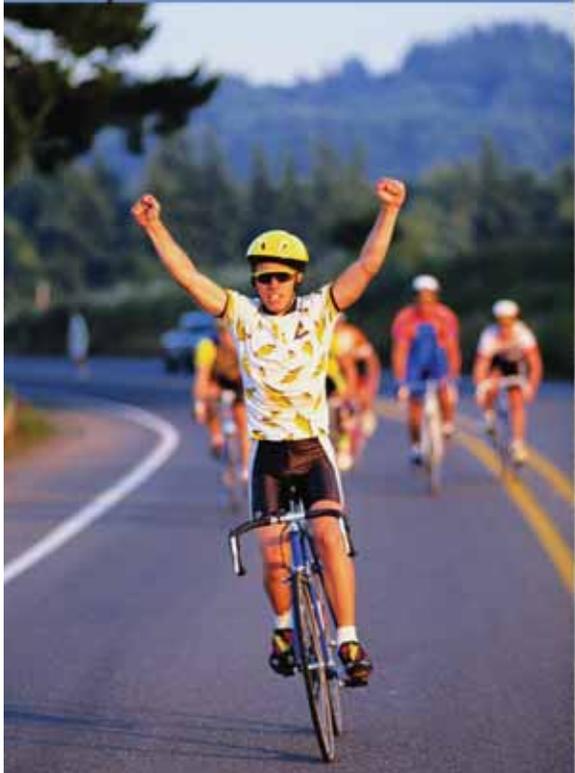
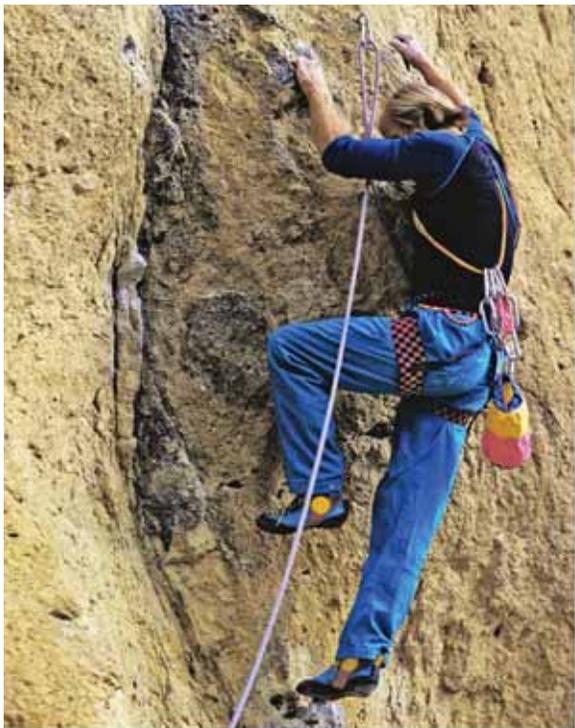
Sponsor Backgrounder

March 8, 2013

www.featcanada.ca



feat – (fēt) *n.* a noteworthy or extraordinary act or achievement, usually displaying boldness or skill.



For more information on FEAT Canada,
or to discuss partnership opportunities,
please contact:

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FEAT Facts

Who:

FEAT Canada: Fascinating Expedition & Adventure Talks –
The Ultimate Armchair Adventure Experience!

What:

- An evening of speakers who share compelling stories of adventures on land, water and in the air.
- Each presenter speaks for seven minutes – no more, no less – with images.
- Presentation themes focus on one aspect of the adventure – not the entire extended expedition.
- It's an evening of incredible tales, inspiration, energy and laughter.

When:

7:30pm – **Friday, March 8, 2013.**

Where:

Rio Theatre | 1660 East Broadway | Vancouver, BC

Tickets:

Ticket Price – \$20 (CAD); includes all taxes and fees.

Attendance:

The first two FEAT Canada events (2011 & 2012) were a resounding success, with over 400 in attendance. The average age (56% male, 44% female) was 34.

Sponsor Benefits:

Sponsors will enjoy many benefits, including logo placement and the ability to interact directly with the audience via product booths and other promotion.

Support:

FEAT Canada will donate a portion of ticket sales to support the **60 Minutes Kids Club** and/or **Children's Hearing and Speech Centre of BC**.

Producer:

FEAT Canada is organized by **Sean Verret** (sean@featcanada.ca) and supported by numerous adventure speakers, who make these evenings possible.





“It was a huge and enormous honour to speak at the inaugural FEAT Canada. The event was fantastically organized and the energy of the crowd was amazing. There was a great buzz in the theatre that night and the feedback from everyone I spoke to was brilliant. People really seemed to enjoy the night. This is definitely an event I would attend in the future and indeed look forward to doing so.”

—Paul Gleeson
*Rowed across the Atlantic
in 85 days.*

What is FEAT?

FEAT, Fascinating Expedition & Adventure Talks, is currently an annual evening of time-limited presentations. Each presenter speaks for seven minutes – no more, no less – with images. Although the speakers are invited because of their achievements, presentation themes focus on an aspect of their expedition – not the entire extended expedition.

Through these talks, FEAT aims to publicise the achievements of adventurers and be inspired by their feats. With stories of adventures on land, water and in the air, audiences are enthralled.

The first FEAT evening was held in Jo’burg in October 2010, followed by FEAT Cape Town in February 2011. Originally created by adventure racer and writer Lisa de Speville, inspired by the Banff Mountain Film Festival and the TED Talks, a global set of conferences formed to disseminate “ideas worth spreading,” FEAT brought South Africa’s adventurers together.

“Most people would love to embark on an expedition; but most are tied to ‘real life’ so they settle for feeding this desire with organized sporting events,” Lisa says. “It takes a different, special kind of courage and drive to abandon socially accepted norms (day job, family, home) to set off – often solo – on self-motivated and self-organized expeditions. Whether the adventure involves oceans, countries, continents, rivers or mountains, these achievements are extraordinary. I’ve yet to meet a person who is not captivated by tales of adventure.”

The inaugural FEAT Canada evening was held on November 15, 2011 at the Centennial Theatre in North Vancouver. It was organized by Sean Verret and featured numerous adventure speakers – including an Olympian, an ultramarathoner and an epic cyclist.

The second FEAT was held on February 12, 2012. More details can be found at www.featcanada.ca/history/.

Who Speaks at FEAT?

Adventurous men and women from a range of disciplines – such as mountaineering, kayaking, paragliding, cycling, adventure racing, mountain biking and running – are invited to speak at FEAT.

Non-expedition guests are also invited to speak on topics of interest to adventurers, like sports science, other related sports, filmmaking, photography and climatology.

Each presenter is assigned a topic specific to their adventure – one that focuses on a unique element of their experience. The objective of these talks is to educate and captivate the audience by presenting accounts of actual achievements – with all the novelty and excitement, laughter and tears, mishaps and successes that might be involved.

Speakers are not paid to participate. The expenses (flights, accommodation and meals) for those from out of town are covered by FEAT so that their participation costs them only their time.

When is the Next FEAT?

March 8, 2013 at the Rio Theatre, 1660 East Broadway in Vancouver, BC. March 8 is also International Women's Day and to celebrate this, a majority of our speakers, currently 5 of 9 confirmed, are women.

Media Support

FEAT enjoys good media support, with releases and content posted on websites and blogs together with radio interviews. Magazines are receptive to both FEAT and our speakers, a number of whom have been featured in print.

FEAT has both a Twitter and Facebook presence and the FEAT website continues to welcome new visitors regularly. There is a monthly FEAT email newsletter and videos of talks are hosted on our website – and reposted, linked to and embedded on other sites.

Podcasts with adventurers are up next, and we look forward to future television features.



"FEAT was as spirited and adrenalin-filled as the adventures themselves. A great night shared with great people, both on the stage and in the audience."

—Nicki Rehn

A mountain climber who ran in one of the toughest races on the planet.



"It was an amazing night and an absolute treat to take the stage with such a talented group of people."

—Gary Robbins

Became a record-holding ultra-marathoner in less than seven years.



"I speak quite a lot and that event last night was top class ... Genuinely hard to believe that this was its first year in Canada. Hats off to Sean Verret and his team for a really great job."

—Philip McKernan
Motivator and coach of those who tackle the adventure called life.



"Between the diversity of speakers, the cool format and having the yoga performers, I think the audience had a fantastic time. This is an event not to be missed."

—Jen Olson
One of only seven Canadian female internationally certified mountain guides.

In the Pipeline

The FEAT Canada Talks are at the heart of our existence: inspiring, captivating and personal. They will continue as an annual event in Vancouver, and pending a suitable partnership, the goal is to expand FEAT across Canada with a series of shows.

Similarly there are expansion efforts in the works to extend FEAT beyond Canada and South Africa into Australia, the UK and the USA.

A number of adventurers from abroad have contacted us, interested in speaking. We would like to include an international guest in each Canadian event. It may be too soon for 2013; we're hoping for 2014.

Why Partner with FEAT?

By becoming our valued Partner you will connect directly with more than 700 outdoor enthusiasts who actively experience our event. They have diverse interests, from myriad outdoor sports and activities, to the environment, entertainment and adventure.

Based on both FEAT evenings (held in November 2011 and February 2012), the average age of our audience is 34; our demographics are 56% male, 44% female.

Our FEAT website (www.featcanada.ca) boasts over 4000 unique visitors per month, each visiting on average 5+ pages. Our videos have received nearly 20,000 hits; we have over 800 Facebook fans and nearly 500 electronic monthly newsletter subscribers. You will be able to connect digitally with this ever-growing number through a presence on our website.



Check out the highlights of our 2011 video:

<http://www.featcanada.ca/feat/feat-canada-highlights/>

Benefits of Sponsorship

We offer a broad range of benefits to meet the objectives and budgets of our sponsors. These could include any combination of the following:

Corporate Visibility

- On banners displayed in theatre and lobby (up to 6' high x 3' wide)
- Logo placement in FEAT's opening video (1 minute in length), and in the final video of the event itself
- Branded seat markers

Media & Online Presence

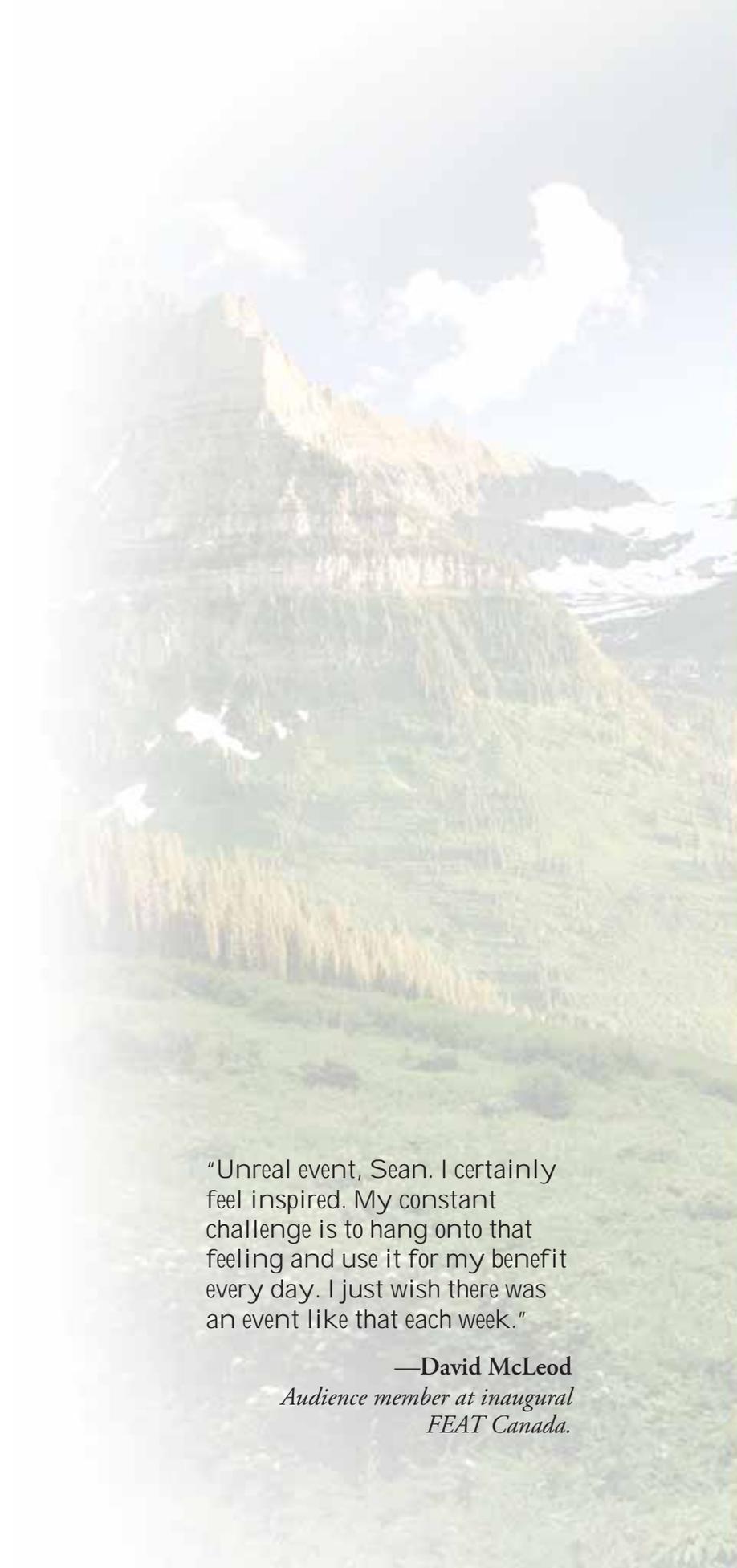
- Logo on posters (100s) and postcards (1000s) distributed across the Lower Mainland
- Logo placement in all print ads
- Online banners (up to 600 x 100 px) on front page and internal pages of FEAT website, in addition to presence on a dedicated sponsors' page
- Active links on FEAT's website and Facebook fan page to sponsor website
- Acknowledgement in all media releases and interviews

Personal Connections

- **Opportunity to put your product in the hands of a targeted audience and/or interact one-on-one, via booth or product displays**
- Opportunity for prize giveaways on the night (during intermission)
- Invitation to address audience at start of the event
- Possibility of presenting a promotional video up to 1 minute long (provided by sponsor)

Bonus Items

- VIP bags
- VIP seating for sponsor reps
- Complimentary tickets to the event



"Unreal event, Sean. I certainly feel inspired. My constant challenge is to hang onto that feeling and use it for my benefit every day. I just wish there was an event like that each week."

—David McLeod
*Audience member at inaugural
FEAT Canada.*

