

YYC MAC & CHEESE FEST

@YYC.macandcheesefest

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# YYC MAC & CHEESE FESTIVAL

*+ WHY YOU SHOULD JOIN*



**Jan 19-31, 2025**

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# INTRODUCTION

Brought to life by the creative minds behind YYC Sociables

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Let's be honest—January is brutal. It's cold, quiet, and the **slowest time of the year for restaurants**. As a business owner, you feel it: empty tables, low foot traffic, and the constant challenge of getting people out of their houses. That's where we come in!

By partnering with the YYC Mac & Cheese Festival, **your restaurant will be at the center of the action** - Calgary's BIGGEST Festival in January. (We can say that, because there are very few festivals in January, so yes, we are confident we will be the most newsworthy festival in town for the entire month!).

Your restaurant will be showcased to Calgarians as part of this exciting new, cozy, comfort food festival. There's never been anything like it in our city, so grab your **opportunity to make history in 2025!**



## *Why You Should Join*



**Increased Revenue:** Customers coming through your doors during the slowest season of the year means more income when you need it most.

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**Introduction to New Customer Base:** The festival provides a vehicle for an introduction to potential new customers who may not have heard of your restaurant or may not have previously visited.

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**Opportunity to Win a Culinary Award:** Should you win and be crowned one of Calgary's Top Mac & Cheese dishes, not only do you get bragging rights (to use in your own marketing) but also your restaurant becomes a destination post-festival for eager Calgarians wanting to experience the winning dish (generating even more revenue).

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**Positive Exposure:** As part of the festival, you'll get eyeballs on your restaurant. A fun, cozy, exciting festival such as this is exactly the kind of positive experience you want to be associated with. Not only will there be increased visibility to you via social media channels but we are hoping for mainstream media attention as well, this being the first year of the festival.

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**Feel Good for Supporting Local:** This festival is completely locally run and operated. Unlike some festivals that are managed from 5 provinces away, this festival is created by Calgarians for the benefit of Calgarian attendees and Calgarian restaurants.

## FAQ's

### **When is the festival?**

**A)** January 19-31, 2025

### **Who can enter?**

**A)** Restaurants located in Calgary and surrounding areas (Chestermere, Airdrie, etc.)

### **Is there a fee to enter?**

**A)** Yes, the cost will depend on the tier you choose. The money supports the local people working hard to put this festival on. Unlike other festivals that may not have a fee we do not receive grants or government support.

### **How many restaurants are included in the festival?**

**A)** As this is our inaugural year, we cannot be sure, but we'd guess between 10-25

### **Do I make a new mac & cheese dish or do I use one already listed on my menu?**

**A)** This is up to you! The advantage of a new dish means you can get creative with it and is a limited time offer to drive customers in. However, if you already have a mac & cheese dish you are proud of and confident in, feel free to use that. (See best practices document for inspiration).

### **Can I enter multiple mac & cheese dishes?**

**A)** No, just to keep things simple, we ask that you only enter one Mac & Cheese dish. If you have multiple locations, we'd ask that all locations enter the same dish. This helps simplify the voting process.

## FAQ's

### **Can I make a dessert mac & cheese?!**

**A)** Yes! While it's unlikely to win best mac & cheese it is great for exposure / attention to your restaurant as a wacky dish! (Note, we don't have good examples of this, but it was a question we received.)

### **Does it have to be a traditional mac & cheese or can I make a spin off?**

**A)** Spin offs are okay as long as at the heart of it, it's a mac & cheese. E.g. Mac & Cheese balls or waffle mac & cheese. If you're not sure, feel free to email!

### **Do I need to submit anything else?**

**A)** Yes! One more thing! We ask that you choose a recommended drink pairing to go with your dish. Really this is just for fun and to generate more sales for you. Anything goes! (Can be alcoholic or not)

### **When is the entry deadline?**

**A)** You can register at anytime, but the last day we'll be accepting new registrations is January 17, 2025

### **I have more questions!**

**A)** You can reach us at [info@calgarymacandcheesefest.com](mailto:info@calgarymacandcheesefest.com)

### **How do I sign up?**

**A)** Let's do it! [Find the registration form here.](#)

# PRICING TIERS

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## CLASSIC CHEESE PACKAGE: \$450 (ONLY \$350 UNTIL DEC 31)

Join Calgary's ultimate comfort food festival! This package includes:

- Officially join the festival
- Listed on our website [calgarymacandcheesefest.com](https://calgarymacandcheesefest.com) as a contestant (with your submitted dish image)
- Static image posted to [@yyc.sociables](https://www.instagram.com/yyc.sociables) Instagram (with your submitted dish image)
- Increased revenue at your business in the slow month of January
- Opportunity to be crowned Calgary's "#1 Best Mac & Cheese in the City"
- Other advertising as part of the festival (amount will depend on when you register)



## PREMIUM CHEESE PACKAGE: \$1250 (ONLY \$1000 UNTIL DEC 31)

Take your festival presence to the next level with our video marketing package:

- Everything in Tier 1
- PLUS video posted to [@yyc.sociables](https://www.instagram.com/yyc.sociables) Instagram (and TikTok/YouTube) (we'll visit and take this footage and prepare the video). *While we cannot guarantee a certain number of views, we aim to have each video exceed 10,000 impressions.*

## TO REGISTER CLICK HERE

Questions? Email [info@calgarymacandcheesefest.com](mailto:info@calgarymacandcheesefest.com)



## OUR NETWORK OF CALGARIANS

We run multiple channels with a **direct conduit to Calgarians**. Here are a few of the ways we can, and will, be advertising the festival and it's participants.

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### INSTAGRAM

- 74,500 followers @sarah.sociables
- 33,400 followers @yyc.sociables
- 1,000,000+ impressions each month on @yyc.sociables
- 150 followers @yyc.macandcheesefest (new account)



### TIKTOK

- 57,400 followers @sarah.sociables
- 7,400 followers @yyc.sociables



### FACEBOOK

- 1,000 followers Sarah Sociables page



### WEBSITE

- 50,000 monthly hits to sarahsociables.com



### EMAIL

- 5,000 Calgarian subscribers

# OUR TARGET AUDIENCE

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**Our goal is to bring you new customers by targeting these key audiences for the festival**

## **Local Food Enthusiasts**

This is a festival designed for food lovers. With the variety of Mac & Cheese dishes available we will attract festival attendees who try Mac & Cheese dishes at more than one participating restaurant and are excited to compare and vote for their favorites.

## **Event-Goers**

This festival will attract individuals who look for exciting local events for entertainment. Or just people looking for something to break the monotony of January - this festival will provide the fun factor people are craving this time of year.

## **Young Professionals & Millennials**

They are active on social media, follow local trends, and want to post about their experiences with what's new and cool in our city. They want to post and be seen as part of the action by attending our festival.

## **Families with Kids**

Mac & Cheese is a dish that appeals to young and old, this is a festival that excites the whole family about dining out, even the pickiest of eaters!

## **Affluent & Mid-Range Consumers**

The high-end "luxury" Mac & Cheese dishes options (such as seafood or lobster mac & cheese) will attract affluent individuals to the festival. Those who enjoy dining out and are not price sensitive when it comes to paying for quality new food experiences, thus spending more at your establishment.



# MEET YOUR FESTIVAL ORGANIZERS



Meet Sarah, the founder and social media expert behind the Sociables brand. Considered Calgary's ultimate guide to the city's best happenings. With 75,000 followers and a thriving website, Sarah has spent the past six years curating and uncovering the best spots for locals and visitors alike. Known for her expert recommendations on the city's best happy hours, hottest events, and hidden restaurant gems, Sarah has built a trusted resource for everything Calgary.



Meet Kelsey, a content creation expert who joined the Sociables team in 2023. With her keen eye for what looks good and what can go viral, she transitioned from editing videos to being front and center. Her expertise in crafting engaging, food-focused voiceover videos and sharing insider recommendations has played a key role in growing the channel to over 33k followers in just one year. Kelsey's skillful approach to content has made her a driving force in the channel's success.

***Together we are excited to create a food festival the likes of which Calgarians have never seen. We want to go BIG and we want you to be a part of it!***

# CONTACT INFORMATION

## Registration Quicklink

[To register click here](#)

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## Website

[calgarymacandcheesefest.com](http://calgarymacandcheesefest.com)

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## Instagram

@yyc.macandcheesefest

@YYC.Sociables

@Sarah.Sociables

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## Email

[info@calgarymacandcheesefest.com](mailto:info@calgarymacandcheesefest.com)

