



Sponsorship Proposal 2021

Campaign Launch: March 5, 2021



Food & Friends Program
Dufferin · Wellington · Guelph



Help Kids Live Free From Hunger

Did you know?

- Every day, many children in our community live without basic necessities that many of us take for granted.
- Often these children arrive at school without the proper nutrition they need to help them focus in class.
- Put simply, they are too hungry to learn.
- In 2021, we will be launching our Help Kids Live Free From Hunger campaign on Friday, March 5, with the campaign running until April 4, raising funds to provide nutritious food for the children that need it in Dufferin, Wellington and Guelph.

In 2020, in spite of strike action and the pandemic, 71 student nutrition programs took part to raise over \$42,200 to help kids Live Free From Hunger!



Why We Have Student Nutrition Programs

The **Food & Friends Program** provides breakfast, morning meal, snack and lunch programs, offered throughout Dufferin, Wellington and Guelph agencies and schools. Children and youth are offered the proper nourishment to allow them to better focus on their day of learning.

Did you know?



More than **1 in 6 children** under the age of 16 live in households that experience **food insecurity**, and go to school hungry.



10.9% of youth aged 14-18 are moderately or severely food insecure.



Food insecurity in Canada is **expected to double** from the most recent statistics of 4.4 million people, before the end of the year and beyond.



What can you do to make a difference?

Make an impact in the community where your employees and customers live and work!

As a Live Free Sponsor, you will be contributing to food security for local children and youth through the Food & Friends student nutrition programs.

The focus for the 2021 Live Free campaign is “30 in 30” - to provide 30,000 healthy meals to local children and youth in 30 days!



This is a fantastic opportunity for your sponsorship support to help bring healthy food to hungry minds!

#CFGW30in30
#CFGWLiveFree



our sponsorship Levels



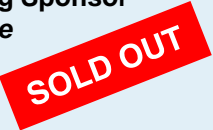
Find the sponsorship level that is best for your business. All levels of sponsorship will receive recognition during the Live Free campaign, and all of the benefits for each level are broken down below:

Sponsorship Level	Campaign Benefits	Media Benefits
Presenting Sponsor 1 Available \$15,000 	<ul style="list-style-type: none"> Contribute to 30,000 meals for children and youth in 30 days Company Spotlight in Food & Friends newsletter Potential opportunity to distribute branded promotional materials 	<ul style="list-style-type: none"> Logo recognition & announcement on social media Sponsor Spotlight about your company Live stories on the campaign launch day Name recognition in press release Cheque presentation photo on social media Thank you video Name recognition in local radio and television interviews
Sunshine Sponsor 1 Available \$7,500 	<ul style="list-style-type: none"> Contribute to 30,000 meals for children and youth in 30 days Company Spotlight in Food & Friends newsletter Potential opportunity to distribute branded promotional materials 	<ul style="list-style-type: none"> Logo recognition & announcement on social media Sponsor Spotlight about your company Live stories on the campaign launch day Name recognition in press release



our sponsorship Levels

Find the sponsorship level that is best for your business. All levels of sponsorship will receive recognition during the Live Free campaign, and all of the benefits for each level are broken down below:

Sponsorship Level	Campaign Benefits	Media Benefits
Well-Being Sponsor 1 Available \$5,000 	<ul style="list-style-type: none"> Contribute to 30,000 meals for children and youth in 30 days Company Spotlight in Food & Friends newsletter 	<ul style="list-style-type: none"> Logo recognition & announcement on social media Sponsor Spotlight about your company Live stories on the campaign launch day Name recognition in press release
Strengthening Sponsor 2 Available \$2,500 	<ul style="list-style-type: none"> Contribute to 30,000 meals for children and youth in 30 days Company Spotlight in Food & Friends newsletter 	<ul style="list-style-type: none"> Logo recognition & announcement on social media Live stories on the campaign launch day Name recognition in press release
Nourishing Sponsor 2 Available \$1,000 	<ul style="list-style-type: none"> Contribute to 30,000 meals for children and youth in 30 days Company Spotlight in Food & Friends newsletter 	<ul style="list-style-type: none"> Logo recognition & announcement on social media Live stories on the campaign launch day
Friend Sponsor Max. 10 Available \$500	<ul style="list-style-type: none"> Contribute to 30,000 meals for children and youth in 30 days 	<ul style="list-style-type: none"> Logo recognition & announcement on social media Live stories on the campaign launch day

Interested in getting involved? We would love to hear from you!

To find the right sponsorship opportunity for your company, please contact:

Mandy Schnurr

Director, Community Engagement

mandy@childrensfoundation.org

647-921-5414

*or your direct contact at the
Children's Foundation

**Thank
YOU!**



**Children's
FOUNDATION**
OF GUELPH AND WELLINGTON

Food & Friends Program
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