



## CORPORATE SPONSORSHIP Neighbours Helping Neighbours



## WHAT WE DO

We have been serving Airdrie and the surrounding community since 1984, and our mission is to collect and distribute food to those in need and help our community find solutions to hunger related issues, with a vision for our community where no one is hungry.



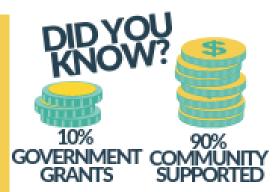


## WHO WE SERVE

The Airdrie Food Bank provides short term emergency food support to those in need in Airdrie, Crossfield, Balzac, Beiseker, Madden and surrounding Rocky View County through a referral system, we connect our clients with other agencies in order to provide information about other resources and supports available to them within the community.

# WHY PARTNER WITH THE AIRDRIE FOOD BANK?

The Airdrie Food Bank is an award winning non-profit organization with a proven record of being good stewards of the money and resources entrusted to us to feed our community. We are a proud member of Food Banks Alberta and Food Banks Canada.



90% OF THE FUNDS THAT
HELP RUN THE AIRDRIE FOOD
BANK COMES FROM THE
GENEROSITY OF OUR
COMMUNITY.



## IN 2019 WE PROVIDED:













The Airdrie Food Bank is able to provide vital services and programs to the community because of the support of our community & partners.

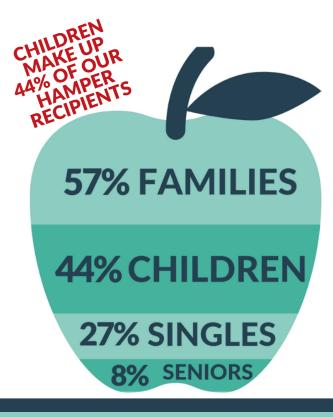
#### HOW COMPANIES BENEFIT FROM CORPORATE SOCIAL RESPONSIBILITY:

- The possibility of increased media coverage
- Helps attract and retain engaged and productive employees
- Investors care about corporate social responsibility
- Improved public image

## DOING GOOD IS GOOD FOR BUSINESS!

The importance of corporate social responsibility cannot be overstated. Individuals want to work for companies that support their communities, and consumers want to purchase goods and services from companies that are doing good in the world and their communities.

An association with the Airdrie
Food Bank builds brand trust, and promotes goodwill and audience loyalty among your employees and customers. Your clients and employees can be proud of this partnership.





## EVENT SPONSORSHIP OPPORTUNITIES SHAMROCK SHIMMY

## POT OF GOLD - Title Sponsorship - \$10,000 - One opportunity available

#### Your sponsorship commitment includes:

• \$10,000 cash commitment

#### Sponsorship benefits include:

- Title naming sponsorship including corporate logo

   i.e. "Company Name presents the Annual

   Shamrock Shimmy in support of the Airdrie Food

   Bank"
- 2021 first right of refusal
- Logo in prominent place on all event promotions
- Recognition on all print and multimedia pre and post event ads, promotions, and interviews
- Social media recognition leading up to event, during event and post-event
- Speaking opportunity for event representative
- Title spot on the **Shimmy Wall of Fame**
- 16 tickets (2 Tables) to the event where your tables will be highlighted as the main event sponsors.

#### **SHAMROCK SPONSOR - \$3500**

#### Your sponsorship commitment includes:

\$3500 cash commitment

#### Sponsorship benefits include:

- Logo in prominent place on all event promotions
- Recognition on all print and multimedia pre and post event ads and promotions
- Social media recognition leading up to event, during event and post-event
- Medium spot on the Shimmy Wall of Fame
- 4 tickets (1/2 Table) to the event

SHAMROCK SHIMMY MARCH, 14 2020

#### **LUCKY LEPRECHAUN - \$5000**

Your sponsorship commitment includes:

• \$5000 cash commitment

#### Sponsorship benefits include:

- Logo in prominent place on all event promotions
- Recognition on all print and multimedia pre and post event ads and promotions
- Social media recognition leading up to event, during event and post-event
- Large spot on the Shimmy Wall of Fame
- 8 tickets (1 Table) to the event where your tables will be highlighted as an event sponsor



#### **SHIMMY PARTNER - \$2000**

#### Your sponsorship commitment includes:

• \$2000 cash commitment

#### Sponsorship benefits include:

- Logo in prominent place on all online promotional material
- Recognition on all print and multimedia pre and post event ads and promotions
- Social media recognition leading up to event, during event and post-event
- Spot pot on the Shimmy Wall of Fame
- 2 tickets to the event



## EMPTY BOWLS ARTS FESTIVAL SEPTEMBER 26, 2020

#### **EVENT SPONSORSHIP OPPORTUNITIES**

Music	\$1000
Cake	\$500
Color Me Mine Painting Party	\$500
<b>Equipment Rentals</b>	\$300
Picnic Tables	\$250
Children's Entertainment	\$200
Bowls, Plates, Napkins, Cutlery Etc.	\$150









THE EMPTY
BOWLS ARTS
FESTIVAL IS
OUR WAY OF
THANKING
OUR
COMMUNITY
AND PARTNERS
FOR THEIR
CONTINUING
SUPPORT

SOUP LUNCH
SILENT AUCTION
POTTERY
BOWLS
ARTISTS
LIVE MUSIC
CHILDREN'S
ACTIVITIES
FOOD BANK
TOURS

JOIN US AS A SPONSOR



#### ONGOING SPONSORSHIP OPPORTUNITIES

Milk for 60-70 Families	\$350 per week
Perishables for 1 Family	\$50 per week
100 Snacks for Schools	\$100 per week
Breakfast for Schools	\$375 per week
Kitchen Classes to sponsor 10 clients	\$250
Pregnancy and Beyond Cooking Classes for 6-8 clients	\$125
Send a Kid to Summer Cooking Camp	\$150

## OTHER WAYS YOU CAN HELP SUPPORT THE AIRDRIE FOOD BANK

#### **Corporate Donor**

Be a partner in ending hunger in our community. We are committed to forming meaningful partnerships with our business community and are happy to work with you to find the best fit between our mission and your business objectives.

#### **Donations of Food**

Host a food drive, golf tournament or other events that educate food insecurities in our community. We'll provide the materials and volunteers you'll need to host a successful event!

#### **Donations of Time**

The Airdrie Food Bank is powered by volunteers just like you. We offer group volunteer opportunities for team building for corporate teams as an opportunity to see just how much your sponsorship makes a significant difference to the lives of people in need in Airdrie and area.

#### **Donations of Funds**

Donations of funds can be made online by using the "Donate Now" button on our website or sent to our mailing address. We also accept credit card and debit card donations at our office and at these participating online donation websites:









TAX RECEIPTS CAN BE ISSUED FOR ELIGIBLE DONATIONS.