



AIRDRIE  
FOOD  
BANK

# AIRDRIE FOOD BANK



**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.





## 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:

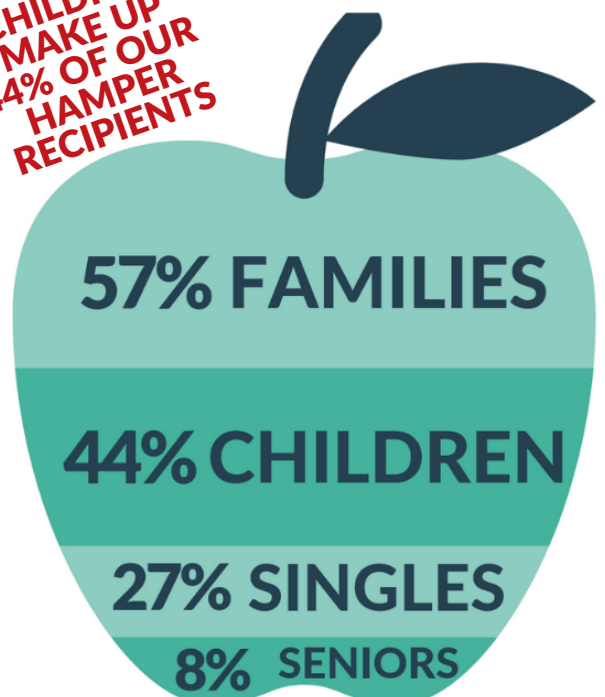
- The possibility of increased media coverage
- Helps attract and retain engaged and productive employees
- Investors care about corporate social responsibility
- Improved public image

### 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.

**CHILDREN  
MAKE UP  
44% OF OUR  
HAMPER  
RECIPIENTS**



## 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

### 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 on the Shimmy Wall of Fame
- 2 tickets to the event

**SHAMROCK  
SHIMMY  
MARCH, 14 2020**

## EMPTY BOWLS ARTS FESTIVAL SEPTEMBER 26, 2020



### EVENT SPONSORSHIP OPPORTUNITIES

|                                      |        |
|--------------------------------------|--------|
| Music                                | \$1000 |
| Cake                                 | \$500  |
| Color Me Mine Painting Party         | \$500  |
| Equipment Rentals                    | \$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!**

