



THE 2020 HOLIDAY HAMPER PROGRAM

Corporate Guide and Sponsorship Package

The Holiday Hamper Program has been creating positive change in our community for over **16 years**. Each year, supporters sign up as Elves and “adopt” a family or families in need. Elves go shopping for their assigned families and create a hamper that includes all the components of a great holiday meal. They also shop for small toys for the children of the family. On Delivery Day – **December 19th** – all the Elves will meet at Edmonton Expo Centre to receive turkeys, roasting pans, fresh produce, and their families’ addresses. The Elves then hand deliver the hampers to their assigned families.

[Click Here to see our Video](#)

COVID-19 Precautions – This year, we will be operating a “drive-through” pickup at the Expo Centre. Our hamper volunteers will be wearing masks, gloves, and sanitizing throughout the day.

How can your company help?

Sign up to create hampers and help a family in need

- Determine how many hampers your company can support
 - o Approximate cost for a small hamper is \$250; an x-large hamper is \$350
- Register your company online at holidayhamper.ca
- Use our email signature to let everyone know you are making a difference
- Shop for food and presents with your team as a great team building activity!

Don't be a turkey – donate and help us buy turkeys (and fish)

- We are estimating more than \$30,000 for the cost of turkeys and fish
- Determine how many turkeys your company can buy (\$30/turkey)
- All companies who donate towards the program will receive a tax receipt
- Visit holidayhamper.ca/donate to donate! PayPal, credit card, and cheques accepted.

Challenge your industry

- Download our challenge email template and challenge your fellow companies. Get some friendly competition going for a great cause!
- Use our social media image to challenge others through Facebook, Instagram, and LinkedIn. Tag your suppliers and competition!

Become a major sponsor with a cash or in-kind donation

- Join other major sponsors and help us grow this wonderful program!
- Contact marketing@holidayhamper.ca to create a custom sponsorship package (see tiers below).





MAJOR SPONSORSHIP TIERS

Platinum Level - \$50,000

- Large, outdoor booth in high-traffic area
- Large, indoor booth in volunteer area
- Ability to distribute flyers/promotional materials on Delivery Day
- Industry Exclusivity (ie. Grocery Store)
- Appear with Hamper Representatives on TV interviews
- 15 custom social media mentions (Facebook, Instagram, and Twitter)
- 10 Facebook Ads
- Inclusion in press releases
- Logo representation on website and sponsor banners
- Up to 6 banners in prime locations on Delivery Day
- Inclusion in our January 'Thank You' email to over 1000 Elves/Volunteers
- Opportunity to address the Holiday Hamper Organizing Committee during Volunteer Appreciation night
- **\$23,400 (Total Value)** in Radio exposure
 - o Inclusion in our 60 x 30 sec radio spots on TSN 1260
 - o Inclusion in our 62 x 30 sec and 60 x 10 sec spots on Sonic 102.9
 - o Inclusion in our 62 x 30 sec and 60 x 10 sec spots on Kiss 91.7
 - o Inclusion in our 40 x 30 sec spots on World FM 101.7

Gold Level - \$25,000

- Large, outdoor booth in high-traffic area
- Large, indoor booth in volunteer area
- Ability to distribute flyers or promotional materials on Delivery Day
- 10 custom social media mentions (Facebook, Instagram, and Twitter)
- 5 Facebook Ads
- Inclusion in press releases
- Logo representation on website and sponsor banners
- Up to 2 banners in prime locations on Delivery Day
- Inclusion in our January 'Thank You' email to over 1000 Elves/Volunteers

Silver Level - \$10,000

- Ability to distribute flyers or promotional materials on Delivery Day
- 5 custom social media mentions (Facebook, Instagram, and Twitter)
- Logo representation on website and sponsor banners
- 1 banner in a prime location on Delivery Day
- Inclusion in our January 'Thank You' email to over 1000 Elves/Volunteers

Bronze Level - \$5,000 (Coffee/Food Sponsor)

- 5 custom social media mentions (Facebook, Instagram, and Twitter)
- Logo representation on website and sponsor banners

