

# YYC

# Hot Chocolate Fest

PRESENTED BY CALGARY MEALS ON WHEELS

## Sponsorship Opportunities

### Why Sponsor YYC Hot Chocolate Fest?

The eighth annual YYC Hot Chocolate Fest is a month-long friendly competition amongst Calgary's best cafes! The event is a competition to be named the tastiest hot chocolate in YYC while raising money for Calgary Meals on Wheels.

YYC Hot Chocolate Fest reaches people from all walks of life and covers every area of our city.

#### In previous years, we have had:

- Up to 104 participating restaurants
  - Close to 3,000 online reviews
- Countless social media engagements, including Facebook, Twitter and Instagram
  - Various media opportunities including print, radio and television



### The Benefiting Charity, Calgary Meals on Wheels

Calgary Meals on Wheels aims to build a stronger caring community while promoting health and independence by providing quality meals to people in need. The organization's team of dedicated staff and volunteers provide more than a meal and bring a sense of community to the homes they deliver to.

**This year, there are four unique sponsorship opportunities available. See reverse for more details.**



YYCHotChocolateFest



YYCHotChocolate



YYCHotChocolateFest

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<i>Sponsorship Opportunities</i>	<i>Chocolate Sponsor</i>	<i>Marshmellow Sponsor</i>	<i>Whipped Topping Sponsor</i>	<i>Sprinkle Sponsor</i>
Cash Value	\$5,000.00	\$3,000.00	\$1,500.00	\$500.00 (4 available)
<i>Media Exposure</i>				
Acknowledgement in Press Releases, TV, Radio and Print Coverage (as available)				
<i>Events</i>				
Speaking Opportunity at Launch Event				
Exhibitor Space at Launch Event	Full	Half	Half	
Invitation to Winner Reveal				
<i>Unique Opportunities</i>				
Custom Branded Coffee Sleeves (300)				
Custom Branded Photo Props (50)				
<i>Print Materials (Branded with Logo)</i>				
Launch Handbills (3,500)	Front	Back	Back	
Road Banner (logo placement) 2 weeks				
Tabletop Displays (500)				
Posters (300)				
<i>Web Promotion/App and Web Pop-up Recognition</i>				
Newsletter Recognition (Jan & Feb)				
Custom HCF App (logo placement)				
Online Blog Mentions				
Website Banner (January - February)	12 Weeks	8 Weeks	4 Weeks	1 Week
Review pop up recognition				
Website Link and Logo				
Social Media Recognition				
<i>Extra Perks</i>				
Promotional Materials at all Locations (50)				
Offer Special Promotion to Our Participants, Volunteers and Staff				
Free Hot Chocolate Vouchers	20	15	10	5
<i>Rights Granted</i>				
Industry Exclusivity				
First Right of Refusal, 2019				