



THE 12TH ANNUAL PRAIRIE FAIRIES FOWL SUPPER!

NOVEMBER 5, 2011

AN INVITATION TO SPONSOR AN AMAZING EVENT

The Fillmore Family Foundation is pleased to offer sponsorship opportunities to support, the Prairie Fairies Fowl Supper. In 2010, with the support of our sponsors we set a new record of over \$70,000 for our beneficiaries.

THE FOUNDATION

The *Fillmore Family Foundation* is a registered non-profit society providing funding to non-profit agencies that deliver programs and services in the areas of nutrition, housing and health. The Foundation relies on the generosity of event participants, volunteers and sponsors to create grass-roots events to generate the funds necessary to support the foundation's beneficiaries. Since 2000, more than \$370,000 has been raised by the foundation.

In 2005, the Foundation also initiated the Fillmore Family Seniors Services Fund. Recognizing that there is a growing population of largely invisible Lesbian, Gay, Bisexual, Transgendered and Queer (LGBTQ) seniors, who are increasingly isolated by the need for sexual ambiguity when seeking support, this fund is intended to lessen the physical, emotional and social isolation of LGBTQ elders. Each year the foundation designates funds that may be awarded to organizations that deliver programs, services, and care for "older" LGBTQ.

The Fillmore Family Foundation is proud and humbled, to have been awarded the 2006 BC Persons with AIDS Society AccolAIDS award for Philanthropy.

THE EVENT

The signature event of the Fillmore Family Foundation is the "Prairie Fairies Fowl Supper". In 1997, a group of Saskatchewan transplants to Vancouver created and held the first Prairie Fairies Fowl Supper, in the basement of historic Christ Church Cathedral and enticed 85 guests. After a two-year hiatus, the fowl supper was revived in 2000 and moved to the Capri Hall in East Vancouver and grew to include over 200 hungry folk. The event has grown over the years, and in 2009, the Fowl Supper celebrated it's 10th Anniversary at the Hellenic Community Centre with 700 guests!



THE NEED



Each year beneficiaries are chosen to receive all proceeds from the Fowl Supper. In the past several years, deserving HIV/AIDS service delivery organizations... **A Loving Spoonful** and **McLaren Housing Society** have benefitted. The Fillmore Family Foundation also supports the **Out in Schools** program. This is a unique high school outreach program that harnesses the powerful medium of film and video to engage youth on issues related to homophobia, bullying and school safety. The beneficiaries chosen by the Fillmore Family have demonstrated a great need and are well-known

to be exceptional in the services and programs they provide. Your sponsorship will help to support our beneficiaries.

THE SPONSORSHIP OPPORTUNITIES

Celebrating our 12th year, The Fowl Supper continues to enjoy somewhat of a “cultural icon” status and continues to be a beloved and highly anticipated event. In 2010, tickets sold-out in 6 minutes - 2 months in advance of the event. There is considerable exposure for sponsors. Consider...



- Approximately 850 participants and volunteers at this event.
- The foundation has a database of over 2000 contacts who receive pre and post event marketing material.
- The foundation website (www.fillmorefamily.ca) is well-developed and serves as the primary marketing tool of the foundation and the event.
- The event now sells out in minutes. There is always a wait list to attend!
- More than \$300,000 has been raised by this event to support local charities.

CASH AND IN-KIND SPONSORSHIP RECOGNITION OPPORTUNITIES INCLUDE:

Prairie Field - \$10,000 – Presenting Sponsor

- Recognition as event *presenting* sponsor on all e-communications and print material.
- Opportunity for presenting sponsor to speak (*2 minutes*) during event dinner.
- Featured projection of sponsor logo at the event.
- Placement of sponsor logo on website ticket sales page and on event tickets.
- Table placement of sponsor promotional material at event.
- Full page color advertisement in commemorative event program (*to be provided by sponsor*).
- Featured “live” thank you by event host Linda Fillmore.
- Featured logo placement on the Fillmore Family Foundation website for one year following the event.
- Featured logo placement in the Westender ‘Thank You’ Ad following the event.
- Post event e-mail thank you distribution to a database of 2,000+ will include a feature thank you to the presenting sponsor.
- *There will only be one presenting sponsorship opportunity available for 2011.*

Canola - \$5,000

- Featured projection of sponsor logo at the event.
- Pre-event e-marketing will include sponsor logo.
- Placement of sponsor logo on website ticket sales page.
- ½ page color advertisement in commemorative event program (*to be provided by sponsor*).
- Featured logo placement on the Fillmore Family Foundation website for a year following the event.
- Featured logo placement in the Westender ‘Thank You’ Ad following the event.
- Post event e-mail thank you distribution to a database of 2,000+ will include a featured thank you to Canola Sponsors.

Flax - \$2,500

- Logo placement in commemorative event program.
- More frequent projection of sponsor logo at the event (*twice that of 'Rye' sponsors*).
- "Live" Thank-You by Event Master of Ceremonies.
- 1/2 page Color advertisement in commemorative event program (*to be provided by sponsor*).
- Line listing in the Westender 'Thank You' Ad following the event.
- Logo placement on Fillmore Family Foundation website for one year following the event.

Rye - \$1,000

- Logo placement in commemorative event program.
- Line listing in the Westender 'Thank You' Ad following the event.
- More frequent projection of sponsor logo at the event (*twice that of 'Wheat' sponsors*).
- 1/4 page Color Ad in commemorative event program (*to be provided by sponsor*).
- Logo placement on Fillmore Family Foundation website for one year following the event.

Wheat - \$500

- Line listing in the commemorative event program.
- Line listing in the Westender 'Thank You' Ad following the event.
- Projection of sponsor logo at event.

Barley - \$250

- Line listing in the commemorative event program Thank You section.

Silent Auction Donors

- Donation of items, experiences, and certificates will be recognized as outlined above. In addition to this all silent auction donors will be listed in the auction event program as well as on the website of the auction beneficiary, A Loving Spoonful.

Media Sponsors

- To accomplish our goal of showcasing our beneficiaries while sharing the enjoyment of our event guests, we encourage and participate with Media sponsors interested in sharing our message.

**For more information or to discuss how you can help,
please contact fillmorefamily@shaw.ca or call 604.789.8725.**

