



THE FILLMORE FAMILY REUNION!

AUGUST 13, 2011

UBC FARM, VANCOUVER BC



AN INVITATION TO SPONSOR AN AMAZING EVENT

The Fillmore Family Foundation and A Loving Spoonful are pleased to offer sponsorship opportunities to support the Fillmore Family Reunion. This new event offering from the Fillmore Family, partnering with A Loving Spoonful, will build on the success of the Prairie Fairies Fowl Supper, an iconic Fall fundraiser in Vancouver, which has raised over \$350,000 for local beneficiaries. Funds raised from the Fillmore Reunion will go directly to support the important work of A Loving Spoonful.



THE FILLMORE FAMILY 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 \$350,000 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 LGBT 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

Building on the success of the Fillmore Family Foundation's Prairie Fairies Fowl Supper, and with the demand created by its followers; The Fillmore Family Reunion will be the next prairie offering from the Fillmore Family in partnership with A Loving Spoonful! As with family reunions this unique and crazy event will be an opportunity to celebrate the occasion when many members of the extended Fillmore Family get together for a day of food, games, music, dancing, and much more.



The last Fillmore Family Reunion was held in Regina, Saskatchewan in the Spring of 1997 as our founders Linda and Doreen Fillmore were retiring from farming and moving to their new desert home in Yuma, Arizona. Now as with many family reunions, they can be as drab as ever with that crazy Aunt who refuses to stop squeezing your cheeks, despite that fact that you are long grown up and have a family of your own. Well, this family reunion will be like no other. No unwelcome gestures, speeches and small chit-chat with people you have never met before but apparently share some genetic connection. This reunion is about the "chosen family" of the Fillmore's. Those people you choose to spend time with, drink with, dance with, play with, and have a darn good time with.

700 + guests are expected to descend upon University of British Columbia (UBC) Farm on August 13, 2011 for a day of food, cocktails, dancing, games, and incredible entertainment. This outdoor venue will be the ideal site for an entertainment line-up that will showcase great bands, DJ's, entertainers and, of course, a Fillmore Family Show. Have we got some treats lined up for you. (www.fillmorefamily.ca)

THE NEED

The Fillmore Family has an 11 year history of supporting worthy organizations delivering programs in the areas of nutrition, housing, and health. Following in this tradition, the Fillmore Family has partnered with A Loving Spoonful to host the Fillmore Family Reunion. All proceeds from the reunion will benefit the work they do.



A Loving Spoonful is a volunteer driven, non-partisan Society that provides free, nutritious meals and nutritional counseling to people living with HIV/AIDS in the Metro Vancouver and the surrounding areas.

Every week, all year round for over 20 years, volunteers deliver frozen meals and snack packs to men, women and children who are primarily homebound with AIDS. In 2011 they hope to provide over 100,000 meals. The average meal cost is only \$3.55.

Mission

The mission of A Loving Spoonful is clear, but it requires the loving, coordinated effort of a community comprised of volunteers, staff, donors and supporters contributing to the success of A Loving Spoonful. It is through this kind of dedication that they have been able to provide important community services free of charge for over two decades!



How They Make a Difference

Many "persons with AIDS" (PWA's) live in circumstances that do not allow them to assume their next meal will be accessible –their program staff and volunteers work with these individuals and families to ensure their next meal is easily available and they are receiving life affirming nutrition on a daily bases.

The role of good nutrition in the management of HIV/AIDS has assumed an ever-increasing importance over the past two decades. Medical research has shown that nutritious food is one of the most powerful weapons available for fighting the often-calamitous effects of AIDS. A Loving Spoonful's main purpose is feeding people with HIV/AIDS. We also provide nutritional guidance and are able to connect socially through our direct volunteer involvement.

It has been clinically confirmed that HIV-related malnutrition with its heightened immuno-suppression, muscle wasting, and outright starvation due to malabsorption and abnormal metabolism of nutrients is more often the cause of death for PWA's than any other single opportunistic infection.

New medications offer new hope, but these advances only increase the need for proper nutrition.

It has been proven again and again that PWA's who receive effective nutrition support get fewer AIDS-related opportunistic infections and therefore spend less time in hospitals, have shorter stays when they do go to hospital, have quicker recuperation periods and spend less time on disability insurance and public support.

Quick Facts

As many as 80% of AIDS deaths are immediately precipitated by malnutrition rather than by the disease itself. Unfortunately, some people who are HIV+ or who have developed AIDS lack the physical endurance or resources to properly feed themselves. This includes the children of HIV positive parents.

A Loving Spoonful has served over 1.75 million meals since 1989.

In 2011 A Loving Spoonful hopes to deliver over 100,000 free, nutritious meals to men, women and children living with HIV/ AIDS in Metro Vancouver and surrounding areas.

The average cost for each meal is \$3.55.

A Loving Spoonful receives limited government funding and relies heavily on public support.

A Loving Spoonful is a volunteer-driven charity that boasts over 200 active volunteers and only five full time employees and two part time employees.



THE SPONSORSHIP OPPORTUNITIES

The Fillmore Family has received the generous support of many sponsors over our 11 year history. The participation of these sponsors has made a significant difference for our beneficiaries. Celebrating our 12th year supporting the community, The Family Reunion will add to our “cultural icon” status and we expect tickets sales to the reunion will exceed our sell-out record of six minutes, 16 seconds in 2010 for the Fowl supper. There is considerable exposure for sponsors. Consider...



- Approximately 850 guests and volunteers will be at this outdoor Summer event.
- The Fillmore Family and A Loving Spoonful combined have databases with over 7000 contacts who receive pre and post event marketing material.
- The co-presenters websites (www.fillmorefamily.ca & www.alovingspoonful.org) are well-developed and serve as one of the primary marketing tools of their work and events.
- The Fillmore Family and A Loving Spoonful utilize the social networking power of Twitter and Facebook to reach thousands of friends and followers.
- More than \$350,000 has been raised by the Fillmore Family Foundation to support local charities.

CASH AND IN-KIND SPONSORSHIP OPPORTUNITIES INCLUDE:

Prairie Field - \$10,000 – *Event Presenting Sponsor*

Recognition as event *presenting* sponsor on all e-communications and print material.

- First right of refusal on subsequent event.
- Opportunity for Sponsor Volunteers to participate at the event.
- E-marketing, Twitter and Facebook will be used to feature the involvement of the presenting sponsor.
- Opportunity for presenting sponsor to speak (*2 minutes*) during the event.
- Placement of sponsor logo on Fillmore Family website ticket sales page and on event tickets.
- Placement of sponsor promotional material/signage at event.
- Entrance signage to feature sponsor logo.
- Featured “live” thank you by event host Linda Fillmore.
- Featured logo placement on the Fillmore Family Foundation and a Loving Spoonful websites for one year following the event.
- Post event e-mail thank you distribution to a database of 7,000+ will include a featured thank you to the presenting sponsor.
- A Loving Spoonful Newsletter with hard-copy distribution to over 5,000 to include a sponsor special feature. (Approx. Sept 2011)
- *There is only one presenting sponsorship opportunity available.*

Sound & Performance Stage - \$5,000

- Pre-event e-marketing, Twitter and Facebook will include sponsor logo and mentions.
- Sound and Performance stage to be exclusively branded with sponsor signage.
- Featured “live” thank you by event host Linda Fillmore.
- Entrance signage to include sponsor logo.

- Post event e-mail thank you distribution to a database of 7,000+ will include mention and sponsor logo.
- Featured logo placement on the Fillmore Family Foundation website for a year following the event.
- *There is only one sponsorship opportunity available in this category.*

Canola - \$5,000

- Pre-event e-marketing, Twitter and Facebook will include sponsor logo and mentions.
- “Live” thank you and sponsor recognition at the event.
- Entrance signage to include sponsor logo.
- Featured logo placement on the Fillmore Family Foundation website for a year following the event.
- Post event e-mail thank you distribution to a database of over 7,000+ will include a mention and sponsor logo.
- *There is more than one sponsorship opportunity in this category; however it is restricted to one per business sector.*

Flax - \$2,500

- Pre-event e-marketing, Twitter and Facebook will include sponsor mentions.
- “Live” thank you and sponsor recognition at the event.
- Entrance signage to include sponsor logo or name recognition.
- Logo placement on Fillmore Family Foundation website for one year following the event.
- *There is more than one sponsorship opportunity in this category.*

Rye - \$1,000

- Entrance signage to include sponsor name recognition.
- Name recognition placement on Fillmore Family Foundation website for one year following the event.

Wheat - \$500

- Name recognition placement on the Fillmore Family Foundation website for one year following the event.

