



# THE 16<sup>TH</sup> ANNUAL PRAIRIE FAIRIES FOWL SUPPER!

NOVEMBER 7, 2015



## AN INVITATION TO SPONSOR AN AMAZING, CLASSIC, COMMUNITY EVENT

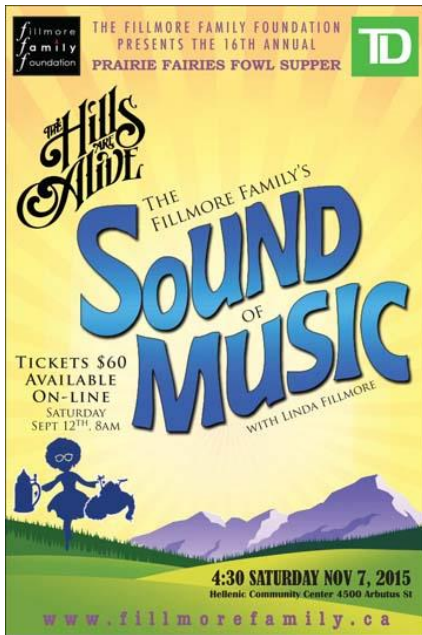
The Fillmore Family Foundation is pleased to offer sponsorship opportunities to support, the Prairie Fairies Fowl Supper. In 2014, with the support of our sponsors we raised \$60,000 for our beneficiaries.

### 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, health and education. 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. We have no paid staff and operate under the direction of a volunteer board of directors. Since 2000, more than \$635,000 has been raised by the foundation.

### 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 2014, we had a over 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 also supports **CampOUT** creating an empowering camping experience in an inspiring and welcoming space for BC's queer and trans youth and their friends. Your sponsorship will help to support all of these beneficiaries.



## THE SPONSORSHIP OPPORTUNITIES

Celebrating our 16<sup>th</sup> year, The Fowl Supper continues to enjoy somewhat of a “cultural icon” status and continues to be a beloved and highly anticipated event. In 2014, tickets sold-out - 2 months in advance of the event. There is considerable exposure for sponsors. Consider...



- There are 850 participants and volunteers at this event.
- The foundation has a database of over 2500 contacts who receive pre and post event marketing material.
- The foundation website ([www.fillmorefamily.ca](http://www.fillmorefamily.ca)) is well-developed and serves as a primary marketing tool of the foundation and the event.
- The foundation has a well-developed social media strategy, boasting direct and partner relationships with over 5,000 friends and followers.
- The event sells out in minutes. There is always a wait list to attend!
- More than \$635,000 has been raised by this event to support local social profits.

### CASH AND IN-KIND SPONSORSHIP RECOGNITION OPPORTUNITIES INCLUDE:

#### **Prairie Field - \$10,000 – Presenting Sponsor – TD Bank**

- Recognition as event *presenting* sponsor on all e-communications and print material.
- Opportunity for presenting sponsor volunteers to participate at the event.
- E-mail marketing, Twitter and Facebook will be used to feature the involvement of the presenting sponsor.
- Opportunity for presenting sponsor to speak (*2 minutes*) during event dinner.
- Featured projection of sponsor logo/advertisement 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 (*artwork 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.
- *The presenting sponsorship has been held by TD Bank since 2006.*

#### **Canola - \$5,000**

- Featured projection of sponsor logo at the event.
- Pre-event e-marketing will include sponsor logo.
- Twitter and Facebook will be used to share the involvement of Canola sponsors.
- 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*).
- Twitter and Facebook will be used to share the involvement of Flax 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.
- Twitter and Facebook will be used to share the involvement of Rye sponsors.
- 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 based on value of donation.

### Media Sponsors

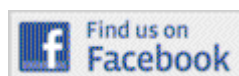
- To accomplish our goal of showcasing our beneficiaries while sharing the enjoyment of our event guests, we encourage and participate with Media sponsors interested in sharing our message.



**For more information or to discuss how you can help, please contact [fillmorefamily@shaw.ca](mailto:fillmorefamily@shaw.ca) or call 604.789.8725.**



@fillmorefamily



Linda Fillmore