



THE EVOLUTION OF
CHANGE



2023 Conference
Cambridge | June 4 - 6, 2023



Sponsorship opportunities

2023 Conference: The Evolution of Change

The Evolution of Change Conference will bring together food banks from all across Ontario to discuss how we respond to a rising demand for food support in our communities. More than 150 leaders from the food security and related industries will gather in Cambridge from June 4-6 to develop true solutions to hunger.



Feed Ontario unites food banks, industry partners, and local communities in our work to end hunger and poverty. From securing fresh and healthy food sources to driving change through innovative programming and policy research, Feed Ontario helps to build a healthier Ontario. Every \$1 raised provides 2 meals to an Ontarian in need.



The annual Feed Ontario conference moves host cities to highlight the amazing work our members do in their communities. Our 2023 conference will be held in Cambridge in partnership with The Cambridge Food Bank.

The Cambridge Food Bank serves the city of Cambridge and the Township of North Dumfries and strives to build health and belonging through food. In addition to food security programs, additional services are offered to improve health and build relationships of trust and environmental sustainability.

2022 Conference Statistics at a Glance



180 Attendees



**16 Workshops and
4 Plenary Sessions**



**15+ Areas of Ontario
Represented**



2,913 Followers



1.9 Million - Total Social Media Reach

Becoming an official sponsor of the 2023 conference will not only help you feed change, you will also gain:

- Direct engagement opportunities with leaders in Ontario's charitable sector.
- Positive brand association with community action and long-term change.
- Exposure to Feed Ontario's followers and supporters.
- Post-event collateral to demonstrate your community impact.

Thank You to our Past Sponsors



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2023 Conference Sponsorship Levels

	Supporter	Associate	Ally	Collaborator	Partner	Visionary
Benefits	\$1,500	\$2,500	\$3,500	\$5,000	\$7,500	\$10,000
Logo recognition at tiered level in venue, social media, and annual Impact Report		X	X	X	X	X
Virtual exhibit booth		X	X	X	X	X
Exclusive workshop sponsorship			X			
Logo recognition on workshop			X	X	X	X
Spoken name recognition in session			X	X	X	X
Shareable content demonstrating impact			X	X	X	X
Opportunity to present or introduce workshop			X	X	X	X
Exclusive session sponsorship				X		
Additional shareable content demonstrating impact				X	X	X
Exclusive welcome dinner and music bingo entertainment					X	X
2 tickets to the networking dinner					X	X
Exclusive networking dinner and food bank tour sponsorship						X
Opportunity to speak during networking dinner						X
Exclusive recognition as presenting sponsor						X
4 tickets to the networking dinner						X

In-kind Sponsorship

We will recognize donors who contribute an in-kind donation to the conference in the form of prizes or delegate bag items.

Benefits available for in-kind sponsors include:

- Logo recognition on social media channels (over 1.9 million total reach)
- Annual Impact Report recognition

Here are examples of items we are looking for:

- Sponsor for tote bags for all attendees
- Prizes for Trivia Night
- Small snacks for attendees to have throughout the day
- Wellness items to add to tote bags for attendees



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Supporter sponsor

\$1,500

As a Supporter level sponsor you will gain direct access to delegates and partners through logo placement and the delegate packages.

Benefits of Supporter Sponsorship include:

- Logo recognition prioritized by contribution on print and web material on conference signage, table signs, program, website, and social media (1.9 million social media reach)
- Recognition in annual Impact Report which is read by current and prospective donors
- Option to include collateral (advertising material, samples, or branded swag)



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Associate sponsor

\$2,500

As an Associate level sponsor, you will gain direct, one-on-one access to our delegates and partners.

Benefits of Associate sponsorship include:

- All the benefits included in the [Supporter](#) level
- Option for vendor table (set up a vendor table during the networking sessions and conference to engage 150-200 delegates and partners)



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Ally sponsor

\$3,500

As an Ally level sponsor, you will prominently align your brand with important topics, strengthening your positive brand awareness.

Benefits of Ally sponsorship include:

- All the benefits included in the **Associate** level.
- Sponsor a workshop (Topics include: youth engagement, social isolation, crisis intervention, sustainability, green food banking, diversity and inclusion, serving unhoused individuals, etc)
- Includes logo recognition on workshop signage and program page and verbal recognition during the introduction to the workshop
- Social media shareables (pre-made social media shareables and images) you can easily use to demonstrate your community impact to customers, clients, and the public



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Collaborator sponsor

\$5,000

As a Collaborator level sponsor, you will prominently and exclusively promote your brand at one of the breakfast or lunch sessions which are attended by all conference delegates.

Benefits of Collaborator sponsorship include:

- All the benefits included in the **Ally** level
- Logo recognition on breakfast or lunch session signage and program page
- Verbal recognition during the session with opportunity to introduce the session (sessions include: national standards updates, a training session from an indigenous organization, annual general meeting, and the return of the very popular table topics)
- 2 tickets to the networking dinner



4

opportunities
available



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Partner sponsor

\$7,500

As a Partner level sponsor, you will prominently and exclusively promote your brand at the first dinner session which is attended by all conference delegates.

Benefits of Partner sponsorship include:

- All benefits included in the Collaborator level
- Exclusively sponsor the Welcome Dinner which will include an award ceremony and music bingo entertainment.
- 4 tickets to the networking dinner event.



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opportunity
available



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Visionary sponsor

\$10,000

As a Visionary level sponsor, you will prominently and exclusively promote your brand at our networking dinner event which is attended by all conference delegates.

Benefits of Visionary sponsorship include:

- All benefits included in the **Partner** level.
- Exclusive networking dinner sponsorship.
- Exclusive food bank tour sponsorship.
- Opportunity to speak during networking dinner.
- Exclusive recognition as presenting sponsor.
- 4 tickets to the networking dinner event.



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Important dates to remember!

First right of refusal deadline - Feb 9, 2023

Vendor booth deadline to register - April 21, 2023

Logo submission deadline - April 21, 2023

Swag items due in Cambridge by - May 15, 2023

Payment due date - May 30, 2023



Be a part of the solution

To support the 2023 Feed Ontario conference, please contact:

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