

STREET EATS

PRESENTED BY



WEDNESDAY, OCTOBER 5, 2022 | 6:00PM | 40 OAK ST. REGENT PARK

ABOUT STREET EATS

Street Eats is a celebration of food and community. An outdoor evening food market features local food entrepreneurs alongside some of Toronto's finest chefs, craft beer makers, local wineries and live music. Guests have a fun night out while supporting local makers and Fred Victor's food programs.

Opportunities for:

- **Sponsors:** Associate your brand with a much-loved event and an organization that's been leading the response to homelessness for over 125 years.
- **Vendors:** We are welcoming applications from food entrepreneurs and local beverage makers in Toronto
- **Guests:** Follow event plans on social, watch for promotions and giveaways, invite your friends and buy your tickets
- **Volunteers:** Be part of the best foodie event in the Downtown-East

FOR MORE INFORMATION:

events@fredvictor.org
volunteer@fredvictor.org
416-364-8228 ext.1321



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EVENT PARTNER @ \$10,000

- 5 VIP event tickets
- Logo/name recognition at event and in all event collateral
- Logo/name recognition on all Street Eats promotion and advertising
- Name recognition in Fred Victor's Annual Report, event site and Fred Victor site

EVENT PARTNER @ \$25,000

- 8 VIP event tickets
- Logo/name recognition at event and in all event collateral
- Logo/name recognition on all Street Eats promotion and advertising
- Name recognition in Fred Victor's Annual Report, event site and Fred Victor site
- A team building volunteer event for up to 10 staff
- Opportunity to deliver a message to all event guests (200)
- Opportunity to deliver a message to all Fred Victor staff (500)
- Opportunity to attend pre-event reception with Fred Victor CEO (alternatively depending on the sponsor you may select a board member, senior staff or chef)

EVENT PARTNER @ \$50,000

- 12 VIP event tickets
- A team building volunteer event for up to 10 staff
- Logo/name recognition at event and in all event collateral
- Logo/name recognition on all Street Eats promotion and advertising
- Name recognition in Fred Victor's Annual Report, event site and Fred Victor site
- Opportunity to deliver a message to all event guests (200)
- Opportunity to deliver a message to all Fred Victor staff (500)
- Attend pre-event reception with Fred Victor CEO and Board Members
- Co-branded product for your staff/clients (up to 100)
- Co-branded product for event guests (200)
- Opportunity to have collateral mailed to all event participants
- Option to host an event booth
- A Women's Bakery treat box delivered with note card to 2 client/staff/friend

Co-Branded product options: holiday cards, note pads, calendars, tote bags, toques, socks

Listings and logo size/position in accordance with Level

Presenting Sponsor – SOLD to Equitable Bank

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YOUR SPONSORSHIP FUNDS:

THE EDIBLE GARDENS

We help people grow their own fresh fruits and vegetables in 250+ gardens in the downtown east. Community urban agriculture puts food in the fridge and builds vital community connections. Your sponsorship encourages good nutrition, a connection to the earth, a feeling of agency and connection to neighbours.

FOOD SKILLS

Participants learn, cook and share healthy affordable meals together, build confidence, meet their neighbours, and have leftovers to take home. With an understanding that poverty can be extremely isolating, Food Skills brings people together in a fun, engaging, and healthy way. Your sponsorship makes cooking at home practical and enjoyable.

GETTING BACK TO WORK

We don't have a food shortage problem we have a poverty problem. Lack of money is the single greatest cause of food insecurity. Your sponsorship will help people get the training and support they need to get "good jobs".

GOOD FOOD CHAMPIONS

Every weekday we deliver hundreds of nutritious, dignified meals in a low barrier setting. Last year, we served over 165,000 meals in the downtown east. Your sponsorship ensures that people in Regent Park and Moss Park have access to nutritious food.



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EVENT HIGHLIGHTS

WHY BE A STREET EATS SPONSOR?

- Demonstrate to your employees and people in Toronto that we need to tackle tough issues
- It's a fun event your clients and staff will love
- You associate with a strong, reputable brand and a well-loved event
- Your sponsorship \$ directly impacts the lives of our city's most vulnerable

ONLINE ENGAGEMENT

- Dedicated web page
- Facebook, Instagram and Twitter updates

Our reach:

- Facebook 5,650 followers; event posts reach between 30K – 70K
- Twitter: 3,490 followers; Tweets reach between 30K – 150K
- Instagram: 2,000 followers; 400K impressions
- Website visits: 13K each month



AUDIENCE DEMOGRAPHICS

- 200 engaged citizens (people who support 2 or more causes)
- Age range 35 – 70
- 40% men, 60% women
- 80% homeowners
- 90% engaged on at least 1 social media platform
- Care about social policy, making a better city, inclusion, equity
- Physically and socially active
- Connected to community through faith, neighbourhood association, charitable causes