



Sponsorship Opportunities



SPONSORSHIP OPPORTUNITIES

WHO WE ARE

Fred Victor's Mission is to improve the health, income and housing stability of people experiencing poverty and homelessness. **Fred Victor is committed to ending homelessness.** We offer services through 25 locations across the GTA to address three root causes of homelessness: unaffordable housing; poor health; low incomes.

HOW YOU CAN HELP

When you join Fred Victor as a sponsor, you are making a difference. And what's more, your sponsorship can be an amazing way to engage your employees around a collective goal, and let your staff, clients, and the community know that you are an organization that cares.

4 EVENTS TO CHOSE FROM:

Street Eats October 4, 2023

Taste of Regent Park July – September 2023

Fred Talk February 2024

Fred's Walk June 7, 2024



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STREET EATS

Date: October 4, 2023

Time: 6pm – 9pm

Location: Daniels Spectrum; 585 Dundas St. E.

Opportunities start at \$5,000.

Presenting sponsor – Equitable Bank

WHAT IS STREET EATS?

Our 7th annual celebration of food and community in the heart of Regent Park. This indoor/outdoor evening market features local food entrepreneurs and some of Toronto's finest chefs, sharing their cultural 'street food', along with craft beer makers, local wineries, and live music.

Guests have a fun night out under the stars, sampling food and drinks from vendors while we raise important funds for Fred Victor's food security programs for people experiencing homelessness and poverty.

WHY SPONSOR STREET EATS?

- ✔ Associate your brand with a much-loved event and an organization leading the response to homelessness and food insecurity for over 125 years.
- ✔ Opportunity to invite important guests and your valued employees to a fun event that showcases you are a company committed to positive change in your community.
- ✔ Contact **Katy Scherer, Sr Manager Corporate Partnerships**, kscherer@fredvictor.org
416-364-8228, ext. 1325

Presented by



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PARTNERING WITH FRED VICTOR

FRED VICTOR'S SUPPORTERS

- ✔ Live and work in Toronto
- ✔ Care deeply about social causes
- ✔ Household family income >\$100k

FRED VICTOR'S BRAND

- ✔ 125-year history of excellence
- ✔ Excellent working relations with the City of Toronto and Province of Ontario
- ✔ Accredited under Imagine Canada's National Standards Program
- ✔ Facebook: 6,266 followers; event posts reach between 25,000 – 50,000
- ✔ Instagram: 2,689 followers; 232,000 impressions
- ✔ LinkedIn: 2,719 followers
- ✔ Twitter: 3,725 followers
- ✔ Website visits: 12k per month

FRED VICTOR PARTNERSHIPS

- ✔ Media partnership with OUTFRONT Media Canada
- ✔ Grassroots Advertising
- ✔ Nextdoor Canada



The OUTFRONT team has been involved with Fred Victor's events for six years now. It's a great way for our employees to come together, learn about the work Fred Victor is doing to end homelessness, and connect in a very meaningful way.

**Michele Erskine, CEO
OUTFRONT Canada**

Your Sponsorship contacts at Fred Victor:

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