



Sponsorship Starter Guide

2024

YYC ICE CREAM FEST

SUPPORTING CALGARY MEALS ON WHEELS

Food insecurity is a pressing issue in Alberta with a current rate that stands among the highest in the provinces, affecting **21.9%** of the population. This alarming statistic means that **1 in 5** households in the province experience food insecurity. The compounding effects of inflation and the rising cost of living have exacerbated this issue, with **68.2%** of the province's food insecure population reliant on wages, salaries, or self-employment. This multifaceted problem significantly impacts our community's social well-being, academic and economic potential, and overall health.

In response to this critical need, Calgary Meals on Wheels relies on initiatives like YYC Ice Cream Fest to support our efforts in meeting the increased demand for our services. Each meal leaving our facility is provided at **below cost**, and we offer a sliding scale fee model on top of this to ensure that even the lowest of incomes have access. Therefore, we invite local businesses to participate in YYC Ice Cream Fest each year with the goal to **fundraise for our programs** through sales of their feature ice cream creation. We also turn to community businesses for support through event sponsorship, helping us reach the YYC Ice Cream Fest fundraising goal.

Participating in YYC Ice Cream Fest is not only enjoyable but also inclusive for Calgarians from various economic backgrounds. Local businesses come together to raise funds for Calgary Meals on Wheels, knowing that every dollar raised **stays within the community** to support those who need it most. It's a meaningful way for businesses to give back and make a tangible difference in the lives of their fellow community members.

We invite you to join us in this worthy cause by sponsoring YYC Ice Cream Fest. Your support will directly contribute to alleviating food insecurity in our community and increasing everyone's access to nutritious meals. **Together, we can create a stronger, more resilient Calgary for all.**



SPONSORSHIP OPPORTUNITIES

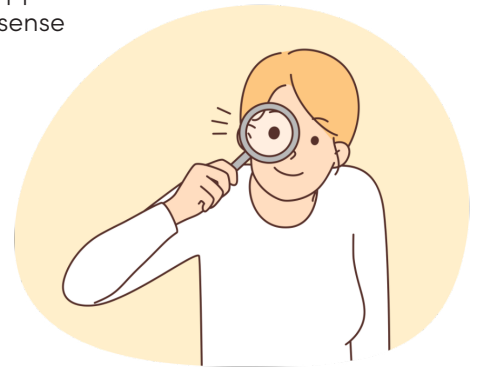
Inspired by YYC Hot Chocolate Fest, vendors across Calgary will whip up a unique ice cream treat to compete in YYC Ice Cream Fest over two weeks from July 19 – August 5, 2024.

Why Sponsor YYC Ice Cream Fest?

Sponsoring raises brand awareness - The more exposure your business gets, the more audience you reach. Sponsoring the right events, charities or projects can give your audience a positive association with your business. People and businesses are more likely to choose a supplier or business that are associated with charities and help to create a greater sense of community in their city.

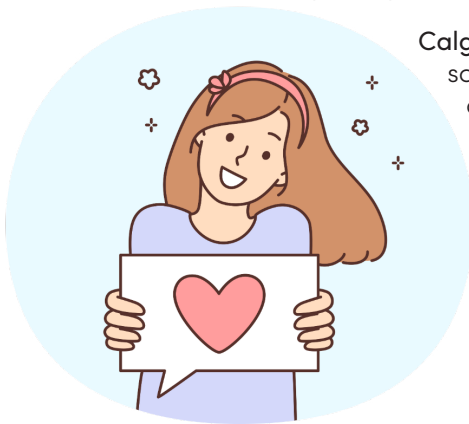
Sponsoring a festival establishes your position in your business community - Working with a charity such as Calgary Meals on Wheels that aligns with your organizational values and goals can help you position your business in the community.

Sponsoring can help reach your target or new audience - Sponsorship serves as a valuable tool to reach your target audience because the right sponsorship helps expose your business to more of your target market, and new markets resulting in new leads!



Target Participants

Local Businesses: including ice cream and gelato shops, restaurants, and lounges. In our third year we continue to see growth in business participants. In 2023 we had over 19 local businesses register and participate.



Calgary & Area Participants: Two parent families, single parent families, school aged children, single adults, senior adults, ice cream and gelato aficionados, visitors to Calgary. YYC Ice Cream Fest is an affordable participant inclusive experience for many Calgarians. We send a variety of updates to the community during the event and encourage them to tag us on Facebook and Instagram to keep the content fresh, interactive, inclusive, and relevant.

PAST ACCOMPLISHMENTS

- Raised over \$5,000 in year two.
- Over 2,000 ice creams sold in 2023 over a one-week period.
- Approximately 10 significant media mentions
- Secured local and national media sponsors throughout Calgary each year.
- Social media reach typically spans over 17,000 individuals during the event. Social media followers on Instagram and Facebook.



SPONSORSHIP OPPORTUNITIES

This year, there are limited sponsorship opportunities available:

Premier Sponsor (1) \$4,500

- Title Recognition
- *Logo on in-store posters
- *Logo on table tents *businesses receive and are to display these around their space*
- Logo recognition linked to website of your choice on YYC Ice Cream Fest web page
- Logo recognition on app - located under awards info page
- Social media shout out - thank you to our sponsors
- Calgary Meals on Wheels Q3 Donor Newsletter (2,100 subscribers) - YYC Ice Cream Fest results & sponsor feature
- Calgary Meals on Wheels Q3 Volunteer Newsletter (450 subscribers) - YYC Ice Cream Fest highlights & title sponsor recognition
- Sponsor Activation space at Calgary Meals on Wheels' Stampede Community BBQ

SPONSORSHIP OPPORTUNITIES

Lead Sponsor (2) \$1,500

- *Logo on in-store posters
- *Logo on table tents
- Logo recognition linked to website of your choice on YYC Ice Cream Fest web page
- Logo recognition on app - located under awards info page
- Social media shout out - thank you to our sponsors
- Sponsor Activation space at Calgary Meals on Wheels' Stampede Community BBQ

Award Sponsor (3) \$500

- Awards page linked logo
- *Logo on poster
- *Logo on Apps

**For logos to be included on printed material, sponsorship confirmation must be received in writing no later than June 21, 2024*

We appreciate your consideration

TROPHY CATEGORIES

YYC Ice Cream Fest will contain 3 trophy categories. All of the participating vendors will automatically be enrolled in competing in 2 categories by default. However, only dairy free entries will be considered to win in the **Best Non-Dairy Scoop** category. These exclusions will be clearly communicated and agreed upon with the applicable vendors.

Winners in each category will be granted a custom trophy to show off in their stores, and will be listed on the YYC Ice Cream Fest website, Facebook, Instagram, and earn some major bragging rights.



Best Scoop

The chilly creation with the highest rating based on public votes

Best Non-Dairy Scoop

Best dairy-free item based on public votes

The Golden Scoop

Most chilly creations sold by one location - based on numbers reported by participating vendors

CONTACT INFORMATION

For vendor inquiries regarding the event, the best way to get a hold of us is by email our Events Coordinator during business hours.

Business Hours:

Monday - Friday, 8:00AM - 4:00PM

Email:

events@mealsonwheels.com

Phone:

(403) 243-2834 ext. 1004

We are also closely monitoring our social media channels. For general questions or inquires about collaborations, you can also message us on either Instagram or Facebook

Our social media handles

YYC Ice Cream Fest

Facebook: YYCIceCreamFest

<https://www.facebook.com/yycicecreamfest/>

Instagram: yyc.icecreamfest

<https://www.instagram.com/yyc.icecreamfest/>

Website: www.yycicecreamfest.com

Calgary Meals on Wheels

Facebook: Calgary Meals On Wheels

<https://www.facebook.com/calgarymealsonwheels>

Instagram: calgarymealsonwheels

<https://www.instagram.com/calgarymealsonwheels/>

Website: www.mealsonwheels.com