

Kitchener-Waterloo Kinsmen presents



soupfest

in support of KW Habilitation





99 Ottawa Street South
Kitchener, Ontario, N2G 3S8
www.kwhab.ca
Phone: 519-744-6307

Dear Friends;

Re: Soupfest presented by the Kitchener-Waterloo Kinsmen in support
of KW Habilitation - Sponsorship Request
Charitable No.: 107579815RC0001

KW Habilitation is a local not-for-profit organization that provides a wide range of individualized services and supports to children with any special need, youth and adults with developmental disabilities. Together with our community, KW Habilitation inspires abilities to enrich the lives of children, youth, adults and families.

We are hosting our first ever Soupfest event, presented by the Kitchener-Waterloo Kinsmen on March 18, 2020 at Maxwell's Concerts and Events and we would like to invite you to participate through sponsorship or as a guest.

Proceeds from this event will go directly to KW Habilitation, continuing our good work that is not funded and will directly benefit the people we support.

Attached you will find more information about sponsorship levels and soup donation opportunities. We reach over 3500 families, employees, supporters, vendors and organization on a regular basis through our website and on social media and we hope you will consider partnering with us for this amazing event. If you have questions or require more information, please contact Cherylyn Sawatzky by phone at 519-744-6307 extension 1355 or email csawatzky@kwhab.ca.

Kind Regards,

Ann Bilodeau
Executive Director

"A community where everyone belongs and participates"

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WHAT IS SOUPFEST?

Soupfest is a fundraiser in support of KW Habilitation. The low cost for tickets makes the event accessible to many people in our community and also inclusive of the people supported at KW Hab. Soupfest is meant to be fun, family friendly and an opportunity for people in Waterloo Region to learn more about KW Habilitation and its supporters.

WHEN IS SOUPFEST?

March 18, 2020

Soup will be served between 4 pm - 8 pm

WHERE IS SOUPFEST?

Maxwell's Concerts and Events
35 University Avenue East
Waterloo

HOW MUCH DOES IT COST TO ATTEND SOUPFEST?

Single tickets will be \$15 and include three 4oz soup samples.

VIP tickets will be \$20 and include three 4oz samples and a spooner soupfest mug.

Family Tickets (2 adults and 2 children under 10) will be \$40 and include ten 4oz samples.

Tickets for children 10 and under will be \$10 each and include two 4oz samples.

Additional samples can be purchased for \$2/sample.

HOW MANY TICKETS WILL BE SOLD

500 tickets will be available.

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SPONSORSHIP OPPORTUNITIES

BENEFITS

<p>Platinum Sponsor</p> <p>\$1000</p>	<ul style="list-style-type: none"> • Signage at the event • Social media call outs prior to and during the event • Linked website on the soupfest website • Sponsor announcements at the event • 10 tickets to soupfest
<p>Gold Sponsor</p> <p>\$500</p>	<ul style="list-style-type: none"> • Signage at the event • Social media call outs prior to and during the event • 1 Sponsor announcement at the event • 5 tickets to soupfest
<p>Bread Sponsor</p>	<ul style="list-style-type: none"> • There is no cost to be a bread sponsor, however your donation of buns for 500 people is gratefully appreciated and will be acknowledge in the following ways: • Signage at the event • Social media call outs prior to and during the event • Optional: you can provide booth decor, signage, and a server for the buns. KW Habilitation will pair you with a volunteer to help with serving and collecting tickets
<p>Soup Maker</p>	<ul style="list-style-type: none"> • There is no cost to be a soup maker at the event, however your donation of the soup, serving equipment and a server will be required. • Your logo and/or business name will be included in all print and web advertising for the event. • You will receive social media call outs prior to and on the day of the event (a minimum of 3). • Each soup maker will participate in a friendly competition where attendees can vote for their favourite soup. The winner will be announced at the end of the event. • Tax receipts for the cost of the soup are available

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WHY SHOULD YOUR RESTAURANT/CATERING COMPANY PARTICIPATE?

- You'd be partnering with a local charity to help us raise money for programs and services that benefit children with special needs, and youth and adults with developmental disabilities. KW Habilitation has been part of our community for almost 50 years.
- Targeted marketing. We're throwing this event for families and people in our community that visit YOUR restaurant. With 500 tickets sold, you'll have the opportunity to show your neighbours your commitment to Kitchener-Waterloo and the good work we do at KW Habilitation.
- You'll have the opportunity to participate in a friendly competition. (Ticket Holders will be able to vote for their favourite soup and a prize will be awarded.)
- All partnered restaurants will receive promotion prior to the event on advertising material created by KW Habilitation.
- Your logo will be listed on the soupfest website with a clickable link to your website.
- Your restaurant name and/or logo will be printed on all soupfest posters.
- You will receive social media shout outs prior to and on the day of the event (a minimum of 3).
- You will receive a tax receipt for the cost of the soup.

OUR COMMITMENT

- We will provide napkins, spoons, and 4oz compostable cups for the soup.
- We will partner you with a volunteer from KW Habilitation to help with serving and collecting tickets.
- We will provide a 6 foot table and table covering for your "soup booth".
- 50 post cards to add to bill folds and other marketing materials to share with your customers.

YOUR COMMITMENT

- Your restaurant will provide at least 30L of a **nut free and shellfish free** soup on the day of the event.
- Warming equipment and a serving utensils for the soup.
- Your restaurant will provide at least 1 server for the entire event plus set up and take down.
- Any "soup booth" decor. There will be room for pop-up banners and other decor.
- You will provide a list of soup ingredients and allergens at your booth.
- You are required to supply a cooler for your soup. Soup must be either chilled in the cooler or heated on a burner that you supply.

