



EMPTY BOWLS FESTIVAL

PRESENTED BY JOHN WILSON'S HEDCO GROUP

in support of the Wood Buffalo Food Bank

The Empty Bowls Festival is a family friendly celebration of local talent in visual and performing arts and fine crafts that will draw the community together and bring awareness to local hunger issues and raise funds for the Wood Buffalo Food Bank.

Guests will purchase a hand-crafted bowl made by the Fort McMurray Potter's Guild for \$20, and with that bowl will be able to make their way around the festival sampling creations from several different stations hosted by local eateries. In partnership with Arts Council Wood Buffalo, local artisans will be present showcasing and selling their arts and fine crafts, a portion of sales will be donated back to the WBFB, as well as displays and demonstrations of live arts and fine crafts. Live music performed by local talent, and a silent auction which will feature hand-made bowls, painted by local Celebrities crafted by local artists for silent auction.



GET INVOLVED AND HELP FEED YOUR COMMUNITY!

Get in on the first annual Empty Bowls Festival in Fort McMurray, an international grassroots effort to raise both money and awareness in the fight to end hunger.

WHY WE NEED YOUR HELP!

In 2015 we provided 3,977 hampers for 8,753 people...3,123 of whom were under the age of 18. This is a 72 per cent increase in the amount of hampers we provided in 2014. Together we can reach the people of our community, but we need your help!

PARTNERSHIP OPPORTUNITIES

Title Sponsorship (\$4,000)
One opportunity available



Your sponsorship commitment includes:

- \$4,000 cash commitment
- Commitment to provide volunteer support if possible and appropriate for your business

Sponsorship benefits include:

- Title naming sponsorship including corporate logo
 - i.e. "Company Name presents the 1st Annual Empty Bowls Festival in support of the Wood Buffalo Food Bank"
 - 2018 first right of refusal
- Logo in prominent place on all event promotions
- Recognition on all print and multimedia pre and post event ads, promotions, and interviews
- Social media recognition leading up to event, during event and post-event
- Corporate booth opportunity at event to promote business in community
- Speaking opportunity for event representative



➔ Entertainment Sponsor (\$2,000)

One opportunity available

Your sponsorship commitment includes:

- \$2,000 cash commitment
- Opportunity to provide volunteers if possible and appropriate for your business.

Sponsorship benefits include:

- Official stage sponsor with corporate logo on stage for event
- Logo placement on all event promotions
- Recognition on all print and multimedia pre and post event ads, promotions, and interviews
- Social media recognition leading up to, during and post-event
- MC opportunity for corporate representative

➔ Volunteer Sponsor (\$1,250)

One opportunity available

Your sponsorship commitment includes:

- \$1,250 cash commitment
- Opportunity to provide volunteers if possible and appropriate

Sponsorship benefits include:

- Official volunteer sponsor for all volunteers in relation to the Festival
- Corporate logo on thank-you gift given to all volunteers at the Festival if applicable
- Logo placement on all event promotions
- Recognition on all thank-you ads
- Social media recognition leading up to event, during event and post-event

➔ Food Sponsor (\$1,500)

10 opportunities available

Your sponsorship commitment includes:

- Requirement to set-up a food station at a value of \$1,500 to include a “bowl” related item – soup, stew, chowder, ice cream, etc.
- Opportunity to provide volunteers if possible and appropriate for your business

Sponsorship benefits include:

- Featured at all bun/refreshment stations at Festival
- Logo placement on all event promotions
- Recognition on all thank-you ads
- Social media recognition leading up to, during and post-event

➔ Live Art Sponsor (\$1,000)

Six opportunities available

Your sponsorship commitment includes:

- \$1,000 cash commitment

Sponsorship benefits include:

- Official live art sponsor at festival
- Corporate logo on signage at your live art station
- Recognition on all thank-you ads
- Social media recognition leading up to, during and post-event

It all started when...

In 1990 a High School Art Teacher in Michigan helped his students solve a problem. They were searching for a way to raise funds to support a food drive.

What evolved was a class project to make ceramic bowls for a fundraising meal. Guests were served a simple meal of soup and bread, then invited to keep the bowl as a reminder of hunger in the world.

By the following year the originators had developed this concept into Empty Bowls, a project to provide support for food banks, soup kitchens and other organizations that fight hunger.

Since then, Empty Bowls events have been held throughout the world and millions of dollars have been raised to combat hunger.

The type of support you choose to provide us with not only encourages others to do the same, but you also receive immediate recognition through a multitude of media including but not limited to: live Facebook & Twitter feeds, our website, mobile application, radio broadcastings, our annual report, and any print thank-you ads that are created.



For more information contact:

Anna Noble, *Communications and Development Coordinator*

T: 780-743-1125 ext. 228

E: comm@woodbuffalofoodbank.com

www.woodbuffalofoodbank.com