



THE
FoodBank
OF WATERLOO REGION

CANSTRUCTION 2018
SPONSORSHIP PROGRAM

APRIL 15 - 22
MAY 6 - 13





CANSTRUCTION

Every year Canstruction® Waterloo Region receives **remarkable media attention** as an audience engaging, **community enhancing, highly visible public event.** Our local media enjoy capturing pre-event stories as the teams prepare, in addition to stories while the structures are being built and the public's reaction to the event.

A true attention grabber, Canstruction® has become a well-established event in the Region. It is also one of **The Food Bank of Waterloo Region's most significant food and fundraising events.** Architect, engineers, designers, students and community groups apply their design and construction genius to build spectacular structures from thousands of cans of food.

**NEW FOR
2018**

**DOUBLE THE
IMPACT**

**APRIL 15 - 22
MAY 6 - 13**

The structures are evaluated by a panel of judges in **six categories:**

- Structural Ingenuity
- Judges' Favorite
- Honorable mention
- Most meals raised
- Best use of labels
- Best meal

CANSTRUCTION® MEDIA COVERAGE IN 2017 INCLUDED:



CKWR

**MORE THAN
40,000 LISTENERS**

DAVE FM



**KITCHENER
CITIZEN**

CTV KITCHENER

**6PM NEWS
900,000 VIEWERS
PER WEEK**

CBC KW



**EXCHANGE
MAGAZINE**



CHRONICLE

ROGERS TV



Beyond wide social media promotion, Canstruction® ads were placed in Snapd and Waterloo Region Record as well as throughout Conestoga Mall i.e. digital screens and entrance doors.

CANSTRUCTION® DRAWS CROWDS, MAKES LOCAL TV AND GATHERS INDUSTRY PARTNERS TO RAISE AWARENESS OF HUNGER IN OUR COMMUNITY THROUGH CREATIVITY, TEAM WORK AND YOUR SUPPORT.

ONE "CAN" MAKE A DIFFERENCE

SPONSOR BENEFITS	TITLE SPONSOR \$10,000	LEADER \$6,000	PARTNER \$3,000	FRIEND \$1500
PRE AND POST EVENT				
Your business name becomes part of the event name through "presented by" status	✓			
Logo on all email blasts promoting the event	✓	✓	✓	✓
Logo in newspaper ads (if available)	✓			
Logo or name (as indicated) on print materials at Conestoga Mall to promote public exhibit (reaching an audience of up to 130,000)	LOGO	LOGO	NAME	NAME
Primary logo placement on all pages of event website	✓	✓		
Logo on Food Bank Truck until May 13th	✓			
Logo or name (as indicated) on all pages of event and fundraising website	LOGO	LOGO	NAME	NAME
Mentions and recognition on all social media channels	✓	✓	✓	✓
First right of refusal to sponsor event in 2018	✓			
ONSITE				
Logo or name (as indicated) on signage	LOGO	LOGO	NAME	NAME
Display your company information, banner, promo items on The Food Bank display table	✓	✓	✓	
Opportunity for your staff to volunteer at the event in your corporate clothing	✓	✓		
Opportunity to participate in promotional media interviews (as available)	✓	✓		
PRODUCT EXPOSURE & SPEAKING OPPORTUNITIES				
Opportunity to donate a team prize	✓			
Opportunity to present an award at Awards Ceremony	✓	✓		
Opportunity to participate as a judge	✓			
REGISTRATION & OTHER BENEFITS				
Complimentary team registration (Value \$650)	✓	✓		

SOCIAL MEDIA

7,792

TWITTER FOLLOWERS

1,547

FACEBOOK LIKES

1,483

FACEBOOK FOLLOWERS

629

INSTAGRAM FOLLOWERS

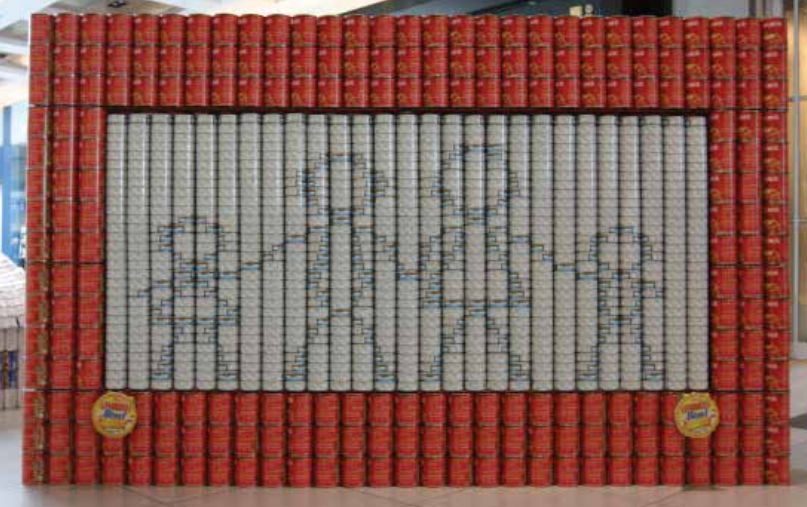


@FoodBankWatReg



The Food Bank of Waterloo Region

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INNOVATE. IMPACT. IMPROVE LIVES

DID YOU KNOW? THE FOOD BANK IS COMMUNITY FUNDED

- Each year The Food Bank of Waterloo Region sources and distributes more than **5 million** pounds of fresh, frozen and non-perishable food.
- Last year, this food helped **32,640** children, men and women in Waterloo Region.
- **1 in 20** households need food support. **35%** of these are households with children.
- The Food Bank serves the Community Food Assistance Network comprised of more than **100** agencies and programs in Waterloo Region.

**\$1 PROVIDES
3 MEALS**



1 IN 20

**HOUSEHOLDS
ARE HUNGRY**



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Food Banks
Canada



Food Bank
Innovator Award

2015