



CORPORATE GUIDE AND SPONSORSHIP PACKAGE

For 20 years, the Holiday Hamper Program has been delivering joy to Edmonton families during the holidays.

Each year, supporters sign up as Elves and “adopt” a family or families in need. Elves shop for their assigned families and create a hamper that includes all the components of a delicious and healthy holiday meal. They also shop for special gifts for each child of the family. On Delivery Day – the Saturday before December 25th– Elves drive to our partner, Edmonton Expo Centre, to receive turkeys or fish, roasting pans, fresh produce, and their family address(es). Then, the magic happens! Elves hand-deliver Hampers to their family(ies) – filling everyone’s heart with joy.

Click [Here](https://holidayhamper.ca) to see our Delivery Day Video (holidayhamper.ca)



How can your company help?

There are many ways to become involved in this wonderful program. From getting staff members together to adopt families, to donations, to full-on sponsorship opportunities. We invite all organizations who, like us, are dedicated to making a positive impact on our community.

ESTIMATED EXPOSURE



4,700

EMAIL SUBSCRIBERS



1,550

FOLLOWERS



2,900

FOLLOWERS



25,000

MONTHLY UNIQUE
WEBSITE VISITORS

COVERAGE FROM:



Become a Sponsor of the Holiday Hamper Foundation



Do you, or your company, want to make a positive impact in our community? We are looking for long-term partnerships to help sustain and grow this amazing program. These partnerships will advance the Foundation's mission, broadening our impact, assisting more families, and addressing the escalating food insecurity among our community's most vulnerable. Here are a few examples, but we welcome discussions to create a customized partnership aligning with your organization's objectives.

| SPONSORSHIP TIERS | | PRESENTING | GOLD | SILVER | BRONZE |
|---------------------------------|---|------------|----------|----------|---------|
| EXCLUSIVE TO PRESENTING SPONSOR | Presenting sponsor recognition in all marketing materials | X | | | |
| | Presenting logo featured alongside Holiday Hamper logo | X | | | |
| | Industry exclusivity | X | | | |
| | Dedicated sponsor booth | X | | | |
| DELIVERY DAY | Promotional material distribution to Elves | X | X | | |
| | Banners (supplied/brought by sponsor) | 4 | 1 | | |
| MEDIA | Inclusion in 60 second radio spot | X | | | |
| | Logo inclusion in 15 second TV video promo | X | | | |
| | Inclusion in TV interview | X | | | |
| | Inclusion in press release | X | X | | |
| DIGITAL | Sponsor recognition on website | X | X | X | X |
| | Sponsor recognition on emails | X | X | X | X |
| | Social media sponsor shout outs | 4 | 2 | | |
| COST: | | \$40,000 | \$20,000 | \$10,000 | \$5,000 |

Join us and our other major sponsors to help us grow this wonderful program!
 Contact chris.curtola@holidayhamper.ca to create a custom sponsorship package.

Donate to Help Purchase Turkeys and Fish



We rely 100% on donations to purchase the protein (turkey or fish), to complete each hamper's holiday meal. And though our wonderful suppliers give us preferential pricing, last year it cost our Foundation \$70,000, and that price increases every year. Here is how your company can help by donating:

1. Determine how many turkeys you can purchase ~ every \$40 donation buys a bird or fish!
2. Go to holidayhamper.ca/donate and decide if your company will make one-time or continuous monthly donations.
3. Set up a company challenge! Your company can set a donation goal and share a personalized link and a custom thermometer to track your progress.
4. The Holiday Hamper Foundation is a registered charity. Once your donation is made a tax receipt will be emailed to you.

CHALLENGE YOUR INDUSTRY

Shout out from the rooftops that your company is a supporter of the Holiday Hamper Program! We can supply you with a social media post and graphic, and email signature. Get some friendly competition going for a great cause. Consider adding to your company's email signature for the season!

[Corporate Challenge Resources](https://holidayhamper.ca/resources) (holidayhamper.ca/resources)

Adopt Families, and Become Holiday Hamper Elves

Register your company to become Holiday Hamper Elves, and shop, build, wrap, and hand-deliver JOY to families in our community. It's a great team-building activity and here is how it works:

1. Determine how many hampers, and what size of family(ies) your company can support. The approximate cost for a small hamper is \$150; an x-large hamper can be \$400+.
2. Register your company as an Elf online at holidayhamper.ca.
3. During the first week of December, you will receive the family information and then it is time to shop! Follow the grocery list, and purchase small gifts for the children.
4. Assemble your hampers, take pictures of your team, and tag @holidayhamper.
5. Load your hampers, suggested 2 per vehicle, and come to the Expo Centre the Saturday before December 25th. Get your proteins, produce, and family address and deliver JOY!

