



Sponsorship Opportunities

Kids Eat Smart Foundation Gala 2012



**Kids Eat Smart
Foundation**

NEWFOUNDLAND & LABRADOR

About Kids Eat Smart Foundation Gala 2012

The Kids Eat Smart Gala is the Foundation's premiere awareness and fundraising event. The Kids Eat Smart Gala 2012, with emcee Cecil Haire from the CBC Morning Show, is a celebration of Kids Eat Smart Foundation's 20th year, and will look back at the history of the Foundation as guests enjoy the spirited fun that has become synonymous with the Kids Eat Smart Gala.

The 2012 Gala is the 9th such event for the Foundation, and will take place at the Sheraton Hotel Newfoundland in St. John's on March 24, 2012.

About the Organization

First incorporated as Feed the Children Foundation of NFLD in 1992, Kids Eat Smart Foundation Newfoundland and Labrador is a registered charitable organization that supports the education, health and well being of school children throughout our province with quality nutrition programs. Kids Eat Smart Clubs are run by volunteers in schools and community centres to ensure that all children attend school well nourished and ready to learn. There are currently more than 200 Kids Eat Smart Clubs run by almost 6000 volunteers throughout the province. These Clubs serve more than 19,000 children and youth.

Vision Statement

That every school aged child in Newfoundland and Labrador attends school well nourished to be ready to learn.

Mission Statement

Kids Eat Smart Foundation Newfoundland and Labrador partners with schools, communities, volunteers and sponsors to set up and support nutritious food programs called Kids Eat Smart Clubs, organized by volunteers for school aged children throughout Newfoundland and Labrador.

Values

Kids Eat Smart believes:

- That children need nutritious food to be healthy in order to grow and learn
- That the school system must be involved in meeting the needs of the whole child
- That children require a community response – a partnership of family, school and community – for their healthy development
- That everyone has a contribution to make and the Foundation will honour all forms of contribution
- That all children must have equal opportunity to participate in Kids Eat Smart Clubs

Invitation to Sponsor - Kids Eat Smart Gala 2012

Sponsorships offset event costs and are an excellent way for community-minded corporations to support education, health and wellness for children throughout the province.

We have developed Platinum, Gold, Silver and Bronze levels of support that associate the sponsor with the theme and various facets of the event, as well as the work of the Foundation. We are proud to have support from traditional media, and we have integrated social media into our event promotion.

We invite you to consider the following Gala sponsorship opportunities available to support Kids Eat Smart Foundation. We will be happy to tailor an opportunity specific to your organization's community-investment needs.

Sponsorship Opportunities

PLATINUM - Gala Lead Sponsor \$6500

Sponsorship of the event co-brands your company with the Gala.

Recognition includes:

At the Gala

- Corporate Table at Gala with preferred seating location
- Speaking opportunity
- Podium acknowledgement at Gala
- Acknowledgement in AV presentation
- Acknowledgement in Gala program
- Prominent signage placement at the Gala

Leading up to Gala

- Logo on promotional material
- Logo on Gala Facebook page
- Link to Corporate Website on Gala Facebook page
- Description of involvement on Gala Facebook page
- Feature and photo of corporate leader on Gala Facebook

Following the Gala

- Recognition in Kids Eat Smart Newsletter SmartTalk, and website at www.kidseatsmart.ca

GOLD - \$3000

Gold level sponsor opportunities include:

Kids Eat Smart Lucky Sponsor – The Birthday Party will feature two 'lucky' games – the lucky cup and lucky seat. The logo of the sponsor will mark the lucky one, and the two prizes will be presented to the winner by the sponsor.

Kids Eat Smart Story Sponsor – For the 2012 Gala, the Kids Eat Smart video presentation will tell the story of the establishment and growth of the Foundation brought to the audience courtesy of the Story sponsor.

Table Centrepiece Sponsor - Each table will feature a themed centrepiece which will also prominently feature the logo of the sponsor and will be referenced through the evening by the emcee.

Thanks include:

At the Gala

- Relevant logo positioning on reception sign, video, or table centrepiece
- Podium acknowledgement at Gala
- Acknowledgement in AV presentation
- Acknowledgement in Gala program
- Prominent signage placement at the Gala

Leading up to Gala

- Logo on promotional material
- Logo on Gala Facebook page
- Link to Corporate Website on Gala Facebook page
- Description of involvement on Gala Facebook page

Following the Gala

- Recognition in Kids Eat Smart Newsletter SmartTalk, and website at www.kidseatsmart.ca

SILVER - \$2500

Silver level sponsor opportunities focus primarily on games and activities which engage the audience, and make the night memorable for all. Activities will be determined in keeping with game sponsor.

Opportunities include:

- Elimination Game (Taken)
- Key Game – integrating evening theme (Taken)

Thanks include:

At the Gala

- Company name on relevant game signage
- Podium acknowledgement at Gala
- Acknowledgement in AV presentation

- Acknowledgement in Gala program

Leading up to Gala

- Logo on promotional material
- Logo on Gala Facebook page
- Link to Corporate Website on Gala Facebook page
- Description of involvement on Gala Facebook page

Following the Gala

- Recognition in Kids Eat Smart Newsletter SmartTalk, and website at www.kidseatsmart.ca

BRONZE - \$1000

Bronze level sponsors contribute to the overall evening.

Thanks include:

At the Gala

- Podium acknowledgement
- Acknowledgement in AV presentation
- Acknowledgement in Gala program

Leading up to Gala

- Logo on promotional material
- Logo on Gala Facebook page
- Description of involvement on Gala Facebook page

Following the Gala

- Recognition in Kids Eat Smart Newsletter SmartTalk, and website at www.kidseatsmart.ca

Contact Information

If you are interested in discussing one of the above sponsorship opportunities, or would like to tailor a package expressly for your corporate needs, please contact Kim Todd at 722-1996, (709) 754-6033/682-3955 or email kat@thequickbrownfox.ca