

2022  
*Sponsorship Package*

  
**Archway** | **Food Bank**  
Community Services | Christmas Bureau



**CELEBRATING 10 YEARS!**

— HOSTED BY: CLARION HOTEL AND CONFERENCE CENTRE —

# 2022 Sponsorship Opportunities

Archway Food Bank  
Community Services Christmas Bureau



CELEBRATING 10 YEARS!

## Your Opportunity

You are invited to become a partner in what has emerged as one of Abbotsford's favourite holiday traditions. By becoming a sponsor, you're supporting an established local charity and event that brings together our entire community to ensure each child finds a gift under their tree at Christmas.



# 2022 Sponsorship Opportunities



## Event Details

On Sunday, November 27, we look forward to inviting the community to the fully in-person\* Toys 4 Tots Breakfast 2022. Guests are invited to the Clarion Hotel & Conference Centre with an unwrapped toy or monetary donation for the Christmas Bureau. They'll enjoy live Christmas music, visits with the Snow Sisters from Ever After Characters and of course, Santa himself will be there!

### LOCATION

Clarion Hotel & Conference Centre  
36035 North Parallel Road Abbotsford, BC V3G 2C6

### WHEN

November 27, 11AM-2PM

### WHY?

Promote your brand and invest in our community's children.

## Sponsorship Levels

PLATINUM ELVES	\$4000
TEEN TREE	\$3000
SENIORS TREE	\$3000
GOLD REINDEER	\$2500
SILVER SNOWFLAKE	\$1500
SANTA'S SLEIGH (BARREL)	\$500

*\*all communicable disease regulations will be followed and accommodated based on public health recommendations*



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## Sponsorship Opportunities



### **PLATINUM ELVES SPONSOR — \$4,000** (FORMERLY PLATINUM) – LIMITED TO THREE

- Logo appears on invitation and mail out
- Logo appears on all promotional materials & newspaper ads
- Priority for radio interview if available
- Promotional quote highlighted on event website page
- Linked logo displayed on designated event website page
- Logo displayed on sponsors' display banner at event (large size)
- Mention on social media (2X)
- Mention on the Abbotsford Food Bank website within our event wrap-up blog post, thanking all sponsors
- Logo displayed on collection barrels and boxes distributed citywide
- Choice to become gift drop off location - increase foot traffic
- Photo opportunity at barrel drop off location
- Choice to have business listed on Toys for Tots Drop off location map



### **TEEN OR SENIORS TREE — \$3,000** LIMITED TO ONE EACH

- Logo appears on all promotional materials & newspaper ads
- Promotional quote highlighted on event website page
- Linked logo displayed on designated event website page
- Promotional quote highlighted on press release specific to Seniors or Teen Tree Announcement supporting the Christmas Bureau
- Logo prominently displayed near Seniors or Teen Tree on-site at event
- Logo displayed on sponsors' display banner at event (medium size)
- Mention on social media (1X)
- Mention on the Abbotsford Food Bank website within our event wrap-up blog post, thanking all sponsors
- Logo displayed on collection barrels and boxes distributed citywide
- Choice to become gift drop off location - increase foot traffic
- Choice to have business listed on Toys for Tots Drop off location map

# 2022 Sponsorship Opportunities



## **GOLD REINDEER SPONSOR — \$2,500** (FORMERLY GOLD)

- Logo appears on all promotional materials & newspaper ads
- Promotional quote highlighted on event
- Linked logo displayed on designated event website page
- Logo displayed on sponsors' display banner at event (medium size)
- Mention on social media (1X)
- Mention on the Abbotsford Food Bank website within our event wrap-up blog post, thanking all sponsors
- Logo displayed on collection barrels and boxes distributed citywide
- Opportunity to become gift drop off location – which can increase foot traffic
- Choice to have business listed on Toys for Tots Drop off location map



## **SILVER SNOWFLAKE SPONSOR — \$1,500** (FORMERLY SILVER)

- Linked logo displayed on designated event website page
- Logo displayed on sponsors' display banner at event (small size)
- Mention on social media (1X)
- Mention on the Abbotsford Food Bank website within our event wrap-up blog post, thanking all sponsors
- Choice to become gift drop off location - increase foot traffic
- Choice to have business listed on Toys for Tots Drop off location map



## **SANTA'S SLEIGH (BARREL) SPONSOR — \$500** (FORMERLY SILVER)

- Mention on the Abbotsford Food Bank website within our event wrap-up blog post, thanking all sponsors
- Choice to become gift drop off location - increase foot traffic
- Choice to have business listed on Toys for Tots Drop off location map

**\*Please note – barrels will be dropped off the week of November 1 and picked up the week of November 28\***



# 2022 Sponsorship Opportunities



	PLATINUM ELVES <b>\$4000</b> (LIMIT 3)	TEEN OR SENIOR TREE <b>\$3000</b> (LIMIT 1 EACH)	GOLD REINDEER <b>\$2500</b>	SILVER SNOWFLAKE <b>\$1500</b>	SANTA'S SLEIGH (BARREL) <b>\$500</b>
Logo appears on invitation and mail out	•				
Logo appears on all promotional materials & newspaper	•	•	•		
Priority for radio interview if available	•				
Promotional quote highlighted on event website page	•	•	•		
Linked logo displayed on designated event website page	•	•	•	•	
Logo displayed on sponsors' display banner at event (large size)	Large		Medium	Small	
Mention on social media	2x	1x	1x	1x	
Mention on the Abbotsford Food Bank website within our event wrap-up blog post, thanking all sponsors	•	•	•	•	•
Logo displayed on collection barrels and boxes distributed citywide	Prominent display		•		
Choice to become gift drop off location - increase foot traffic	•	•	•	•	•
Photo opportunity at barrel drop off location	•				
Choice to have business listed on Toys for Tots Drop off location map	•	•	•	•	•

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## Contact Information

If you are interested in becoming a sponsor, or have any questions about this Toys for Tots event, please contact:

Patricia Driessen

[Toys4Tots@Archway.ca](mailto:Toys4Tots@Archway.ca)

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Charitable registration No: 10768195RR0001