



## Sponsorships Package

You're invited to be a part of Victoria's favourite culinary soiree...

Savour the Date - Saturday, March 28

GENEROUSLY  
HOSTED BY:



GENEROUSLY  
PRESENTED BY:



Our Place Society  
919 Pandora Avenue  
Victoria, B.C. V8V 3P4

250-388-7112  
ourplacesociety.com  
info@ourplacesociety.com





Congratulations to Chef Hipperson and the team at the Union Club of British Columbia

## Venue and Date

In March of 2020, Our Place Society's seventh annual Hungry Hearts will again be generously hosted by Delta Hotels by Marriott Victoria Ocean Poine Resort. We would love to have you be part of this special evening!

## The Cause

All funds raised at Hungry Hearts will directly support Our Place and your contribution will allow us to meet the critical needs of the most vulnerable members of society. Our services include job skills training and education, health care services, hot showers, compassionate outreach care and counseling, plus providing warm and nutritious meals. Your donations to Our Place transform lives and provides a sense of hope and belonging to our neighbours in need.

For more information on the event please contact Steven at Our Place Society:

## The Event

Hungry Hearts is an exciting, high profile event which, last year, raised more than \$150,000 to help transform the lives of the most vulnerable members of our community. The tremendous support from our sponsors, donors and guests make it possible for Our Place to continue serving over 1,200 meals a day and providing compassionate care and services to those in need.

At Hungry Hearts, over 280 guests will enjoy a fabulous evening of exquisite small bites from seven of Victoria's top chefs. Guests will also enjoy live music, silent and live auctions, and will get to vote on their favourite culinary creation. Last year's winner, Chef Nicolas Hipperson of Victoria's Union Club will be returning in 2020 to defend his title as Hungry Hearts champion!

In addition to supporting the life-changing work that happens every day at Our Place, your sponsorship of this unique fundraiser is an excellent way to promote your company's values, increase brand awareness and provide a networking opportunity with an exclusive local audience.



# Sponsorship Levels & Marketing Opportunities 2020

Over the past six years, the event has raised an outstanding \$740,000 to help Greater Victoria's most vulnerable citizens. Support from the business community has been critical to making this happen. We invite you to partner with us as a sponsor for the 7th annual Hungry Hearts. We offer involvement at many levels and would be happy to create a customized package to meet your needs.

Market your business by increasing exposure through event and media advertising while demonstrating your values and showing your support for an important and well respected cause. With over 4,000 active social media followers, email list of over 5,000 and an exclusive invitation mailing list over 650, you will have the opportunity to reach a caring, supportive, local demographic who believe in creating change.

The event attracts a range of age in attendees. In 2019 we saw a larger demographic of attendees in the affluent 35-50 range than in previous years. It truly is a unique event in Victoria that draws out a great crowd of over 280 who like to support local causes.

## Presenting Sponsor **pwc**

### Platinum Sponsor - \$7,000

- 8 Hungry Hearts tickets
- Opportunity to be spotlighted at podium
- Logo prominently displayed in all advertising\*
- Logo on printed invitation
- Logo prominently placed on signage at event & website\*
- Social Media, Email highlight
- Thank you from podium on event night
- Opportunity to provide custom item for guests with your message/logo

### Gold Sponsor - \$5,500

- 5 Hungry Hearts tickets
- Logo prominently displayed in all advertising\*
- Logo on printed invitation
- Logo prominently placed on signage at event & website\*
- Social Media, Email highlight
- Thank you from podium on event night
- Opportunity to provide custom item for guests with your message/logo

### Bronze Sponsor: \$3,000

- 3 Hungry Hearts Tickets
- Logo prominently displayed in all print advertising\*
- Logo on printed invitation
- Logo prominently placed on signage at event & website\*
- Social Media & email mention
- Thank you from podium on event night

### Auction Sponsor: \$6,000

- 6 Hungry Hearts tickets
- Logo prominently displayed in all advertising\*
- Logo on printed invitation
- Logo prominently placed on signage at event & website\*
- Social Media, Email highlight
- Special sign recognizing you as Auction Sponsor
- Thank you from podium on event night
- Opportunity to provide custom item for guests with your message/logo

### Silver Sponsor - \$4,500

- 4 Hungry Hearts tickets
- Logo prominently displayed in all advertising\*
- Logo on printed invitation
- Logo prominently placed on signage at event & website\*
- Social media highlight, email highlight
- Thank you from podium on event night

### Custom Sponsorship

Tell us what you want and we can custom create something to match your budget and Marketing needs!

# Sponsorship

## Marketing

## Opportunities 2020



Information & Contact:  
Steven Seltzer: 250 882 8441  
stevens@ourplacesociety.com

### Photobooth Sponsor - \$4,000

3 Hungry Hearts tickets  
Logo prominently displayed in all advertising\*  
Logo prominently placed on signage at event & website\*  
Social Media, Email highlight  
Opportunity to provide custom item for guests with your message/logo  
Option to have staff volunteers at booth

### Welcome Sponsor \$2,500

2 Hungry Hearts tickets  
Special sign recognizing you as Welcome Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Thank you from podium on event night / or opportunity to provide item for each guest on arrival

### Wine Tree Sponsor - \$2,500

2 Hungry Hearts ticket  
Special sign recognizing you as Wine Tree Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Email highlight to all attendees  
Recognition from podium during Live Auction

### Music Sponsor - \$1,500

1 Hungry Hearts ticket  
Special sign recognizing you as Music Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Thank you from podium on event night

\*Prominence of logo increases with sponsorship level

### Beverage Sponsor: \$3,000

2 Hungry Hearts tickets  
Special sign recognizing you as Beverage Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Thank you from podium on event night / Or opportunity to provide item for each guest with beverage

### Dessert Sponsor - \$2,000

2 Hungry Hearts tickets  
Special sign recognizing you as Dessert Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Thank you from podium on event night

### Tree of Plenty Sponsor - \$1,750

1 Hungry Hearts ticket  
Special sign recognizing you as Tree of Plenty Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Email highlight to all attendees  
Recognition from podium

### Live Auction Sponsor - \$1,750

1 Hungry Hearts ticket  
Special tray / sign recognition  
Logo or name on all print advertising  
Logo on signage at event & website  
Recognition from podium

### Supporting Sponsor \$1,000

Logo or name on pre and post-event print advertising  
Logo on signage at event & website  
Thank you from podium on event night

# 2020 Hungry Hearts Organizing Committee

Event Chair: TBA, Culinary Chair: Kunal Ghose  
Décor & Venue Chair, Meghan Macgregor, Volunteer Chair: Victoria Salter  
Auctions/Sponsorships - Lee King, Aline Mortimer, Ian Batey, Simone Conner, Greg Conner, Christine Yam



## About Our Place

Our Place is a unique community centre in downtown Victoria serving the region's most vulnerable: working poor, impoverished elderly, mentally and physically challenged, addicted and the homeless. Individuals and businesses provide the majority of financial support for its programs and services. Our Place also operates over 150 transitional housing units and shelters, provides over 1,200 meals per day, hot showers, free clothing, counseling and outreach services. Most importantly, it provides a sense of hope and belonging to all.

## Our Mission

Our Place offers our most vulnerable citizens a place to call their own, where we live, share and grow together.

## To discuss Hungry Hearts please contact:

Steven Seltzer  
250-882-8441 / [stevens@ourplacesociety.com](mailto:stevens@ourplacesociety.com)



## **Hungry Hearts: a Culinary Competition to raise funds for Our Place**

Posted By: Veronica Cooperon: March 24, 2019  
In: News, Vital People

This year the event has a new venue, the Delta Hotels by Marriott Victoria Ocean Pointe Resort.

Hungry Hearts is an evening of culinary delights as chefs compete for best dish, and for the title of top chef. Guests can also bid on live and silent auctions and have chance to win door prizes and more.

Also new this year, students from Camosun College's Culinary Arts program are participating.

"We were asked a couple of months ago if we would take part," says Culinary Arts Instructor Robert Budlong, "and obviously, for the community involvement, and the cause that it is, we jumped at the opportunity."

"It's awesome to just be there," says first-year Culinary Arts student Samuel Whyte, "but if we manage to do well on the competitive side, then that's an added bonus."

The group of first-year Culinary Arts students will test their creative cooking skills against a number of Victoria's top chefs.

"Hungry Hearts is a big fundraiser for Our Place," says Grant McKenzie from Our Place Society. "It's probably our biggest fundraiser of the year."

"It's a real gala evening. Everybody gets dressed up, there's fantastic gourmet dishes, there's a live auction... judging from past years, the food has been absolutely incredible, and every year the chefs compete against each other, to one-up each other, so the level of cuisine just goes up and up!"

"We were asked to do a vegetarian dish for the event," says Budlong, "so that was our starting block. We bounced ideas off students, and they gave us a whole bunch of ideas. We've been trying a few things, and hopefully we're coming up with the right one – the winning dish!"

Over the past five years, Hungry Hearts has raised more than \$600,000 for Victoria's most vulnerable residents. This year, funds raised will be dedicated to keeping Our Place open into the evening.

"This year," says McKenzie, "we're really hoping to extend our hours. We really want to be open till 9 o'clock every night. Normally we get extra funding [only] in the winter, to be open from 6 o'clock to 9 o'clock, which is the gap before the overnight shelters open."

"Everybody tells us that when Our Place is open, the streets are less crowded, people who are homeless and struggling with poverty have a place to be, a community to be part of, and that it enhances our community."

Hungry Hearts is Saturday April 6th at the Delta hotels by Marriot Victoria Ocean Pointe Resort.



Now in its sixth year, Hungry Hearts is a fundraising gala for Our Place Society.

# BY THE NUMBERS

A YEAR IN REVIEW

Our Place provides  
a safe sanctuary  
every day of the year

**40,520**  
volunteer  
hours

**14,508**  
hot showers  
in Our Place  
hygiene

**422,862**  
meals served

**467,600**  
snacks served

**1995**  
one-on-one sessions  
with outreach workers

**613**  
housing  
referrals

**1516**  
crisis  
interventions  
by trained staff

**72**  
detox and  
treatment  
referrals

**372**  
employment  
referrals

**127**  
legal  
referrals

**631**  
client  
advocacy

**228**  
foot baths

**968**  
medical  
referrals

**322**  
financial  
support  
grants

**375**  
haircuts

