



TENTH ANNIVERSARY

September 21, 2024



# The Cause

At Our Place we offer a continuum of care. Our comprehensive services encompass job skills training, education, healthcare provisions, hot showers, compassionate outreach care and counseling, as well as the provision of warm, nutritious meals, and shelter. **Your contributions to Our Place are transformative, offering a beacon of hope and a sense of belonging to our neighbors facing hardship.**

Over the past 9 years, this event has been instrumental in sustaining these critical services. However, Our Place is now poised to take a significant stride forward with the New Roads Therapeutic Recovery Community (TRC), introducing a dedicated Women's Recovery Program offering 20 beds. **This groundbreaking initiative will be the sole long-term recovery program for women on the island, representing a crucial addition to our continuum of care aimed at breaking the cycle of addiction among women on Vancouver Island.**

**All proceeds raised at Hungry Hearts will directly bolster Our Place's Therapeutic Recovery Community, enabling us to address the urgent needs of the most vulnerable individuals in society - women in addiction.**

Director Cheryl Diebel with support dog Jango at Our Place Society's New Roads Therapeutic Recovery Community in View Royal. This is the site for 20 beds exclusively for women at the View Royal facility.



2023's co-culinary winners, Zambri's and Sysco

## The Event

**Join us on September 21, 2024, as Our Place Society celebrates the milestone TENTH annual Hungry Hearts event with an unforgettable culinary competition.**

We invite you to be part of this extraordinary evening! Hungry Hearts is a highly anticipated gala fundraiser renowned for its culinary showdown, bringing together 250 attendees to savor dishes from 8 of the region's top chefs.

The event also features a grand auction, with live music, a photo booth, and ample networking opportunities. Hungry Hearts is not just a culinary affair but a gathering of regional business and community leaders, spotlighting stories of compassion and inspiration within our community.

Sponsoring this unique fundraiser presents a prime opportunity to align your company's values with the innovative theme of our new women's therapeutic recovery community. It offers a platform to enhance brand visibility and connect with an exclusive local audience, emphasizing your commitment to social responsibility and community engagement.

# Sponsorship & Marketing Opportunities 2024



Over the past nine years, the event has raised over \$1,400,000 to help Greater Victoria's most vulnerable citizens.

Sponsorship Packages	VIP Party	Platinum	Gold	Silver	Bronze	Auction	Music	Award	Photobooth	Beverage	Culinary	Welcome	Dessert	Entertainment	Multimedia
	\$10,000	\$8,500	\$6,500	\$5,500	\$4,500	\$7,500	\$5,000	\$4,000	\$4,000	\$3,500	\$3,000	\$2,500	\$2,500	\$2,500	\$2,000
<b>Pre-Event Recognition and Publicity</b>															
Video message to Our Place donors via eNews	x														
Part of the sponsored stories in YAM/Douglas Magazines	x	x	x			x									
Part of the YAM/Douglas Big Box digital ad	x	x	x	x		x									
Highlighted in the YAM Instagram contest	x	x													
Highlighted in the YAM 'Local Love' Sponsored Newsletter	x	x													
Logo/Name displayed in all Campaign Advertising (TC, YAM, Douglas, Our Place)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Dedicated Social Media post	x	x	x	x	x	x	x	x	x						
Part of the HH Social Media strategy through Our Place and YAM	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Spotlight in Our Place eNews and on website	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
<b>Event Recognition and Publicity</b>															
Opportunity to speak to the audience during the VIP Party	x														
Opportunity to provide party favour to all guests with your message and logo	x	x				x									
Spoken advertisement of your services from podium to all guests	x	x	x			x									
Recognition on all event screens	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Logo on signage throughout event	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Prominent in display ad near sponsored item, ie: dessert	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
<b>Post-Event Recognition and Publicity</b>															
Logo in TC and YAM/Douglas publications with a thank you ad	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
# Tickets to VIP Party and Event	7	6	4	3	2	4	3	2	2	2	2	2	2	2	2

Harness the power of event and media advertising to showcase your values and support for a vital program while partnering with a community champion. With a robust online presence boasting 8,000 social media followers and an email list of 12,000, coupled with a strategic partnership with the esteemed Times Colonist and YAM/Douglas Magazines, you have the platform to connect with a caring, local demographic deeply passionate about effecting change.

Amidst the pandemic, we've elevated the profile of our Hungry Hearts event, featuring top local chefs and captivating the attention of 30,000 readers across YAM and Douglas magazines—an audience known for its unwavering loyalty, high engagement and substantial purchasing power. Additionally, we are launching exciting Instagram contests through YAM/Douglas, amplifying visibility and participation while expanding promotional opportunities for sponsors.

# Thank you to our Hungry Hearts 2024 Organizing Committee!

Event Chair: Ian Batey,

Committee: Colin Gilroy, Takashi Ito, Chad Stewart, Kent Verge, Dr. Fred Voon, Alison Wedekind, Christine Yam, Kristin Moore, Veronica Osborn, Suzanne Macdonald

## 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 operates hundreds of transitional housing units and shelters, provides over 1400 meals per day, hot showers, free clothing, counseling, shelter 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  
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**ourplace**  
Hope and Belonging

