



## Sponsorship Package

Victoria's Favourite  
Culinary Gala Fundraiser Returns!

Savour the Date -  
September 2023



Congratulations to 2022 Hungry Hearts Champion Chef Rob Cassesl and his team from Saveur.

## The Event

The Hungry Hearts gala fundraiser is an incredibly popular culinary competition that invites 250 people to one location to sample cuisine from 7 of the region's top chefs.

But that's just the tip of the iceberg. Hungry Hearts is also a half-hour culinary broadcast on CHEK Television. It is also a major auction featuring over 200 silent auction items and 6-8 very special live auction items. We have a live band, photo booth, a chance for the regions business and community leaders to get together and most importantly, Hungry Hearts features special stories of stories of compassion and inspiration in our community.

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.

Please review the following sponsorship options. There is an added sponsorship feature this year. For and added \$2,500 you will receive a deluxe CHEK Television advertising package (see back page).



In September of 2023, Our Place Society's Ninth annual Hungry Hearts will culminate in a culinary competition like no other. 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 and shelter. 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: [stevens@ourplacesociety.com](mailto:stevens@ourplacesociety.com) or 250-882-8441



 **ourplace**  
Hope and Belonging

# Sponsorship Levels & Marketing

## Opportunities 2023

Over the past eight years, the event has raised over \$1,200,000 to help Greater Victoria's most vulnerable citizens.

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 5,000 active social media followers, an email list of over 9,000 and a partnership with the Times Colonist used to promote our sponsors and donors, you will have the opportunity to reach a caring, supportive, local demographic who believe in creating change.

Since the pandemic we have been able to raise the profile of our Hungry Hearts event by expanding our culinary competition to include a number of top local chefs, broadcasting the campaign to 50,000 television viewers on CHEK Television and expanding promotion of our sponsors and donors.

### Presenting Sponsor



#### Platinum Sponsor - \$8,000

- 6 Hungry Hearts event tickets
- Opportunity to be spotlighted at podium
- Video message to OPS donors via e-blast
- Logo prominent in TC display ads
- Recognition from podium and on event screens
- Logo prominently placed on signage at event & on Our Place website
- Social Media, Email highlights
- Opportunity to provide custom item for invited guests with your message/logo

#### Gold Sponsor - \$6,000

- 4 Hungry Hearts event tickets
- Logo in display ads
- Recognition from podium and on event screens
- Social media, website, e-mail highlights
- Opportunity to provide custom item for guests with your message/logo

#### Bronze Sponsor: \$4,500

- 2 Hungry Hearts event tickets
- Logo prominent in display ads
- Logo prominently placed on signage at event & website\*
- Social media, website, e-mail highlights
- Recognition from podium and on event screens

#### Auction Sponsor: \$6,000

- 4 Hungry Hearts event tickets
- Logo prominent in TC display ads
- Logo on livestream broadcast & OPS website
- Social media, website, e-mail highlights
- Greeting message to OPS donors via e-blast
- Special recognition on auction website (hibid.ca)
- Recognition from podium and on event screens
- Opportunity to provide custom item for guests with your message/logo

#### Silver Sponsor - \$5,000

- 3 Hungry Hearts event tickets
- Greeting message to OPS donors via e-blast
- Logo prominent in display ads
- Logo prominently placed on signage at event & OPS website
- Social media highlight, email highlights
- Recognition from podium and on event screens

#### Custom Sponsorship

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

\*Brand prominence increases with sponsorship level



# Sponsorship

## Marketing Opportunities 2022



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

### **Award Sponsor - \$4,000**

2 Hungry Hearts event tickets  
Logo prominent in display ads  
Social media, website, e-mail highlights  
Recognition from podium and on event screens

### **Culinary & Welcome Sponsors \$2,500**

Special signage recognizing you as Welcome Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Recognition from podium and on event screens

### **Photobooth Sponsor - \$4,000**

2 Hungry Hearts event tickets  
Logo prominently displayed in all advertising  
Logo prominently placed on signage at event & website\*  
Social media, website, e-mail highlights  
Recognition from podium and on event screens  
Option to have staff volunteers at booth

### **Music Sponsor - \$5,000**

Special sign recognizing you as Music Sponsor  
3 Hungry Hearts event tickets  
Greeting message to OPS donors via e-blast  
Logo prominent in display ads  
Logo prominently placed on signage at event & OPS website  
Social media highlight, email highlights  
Recognition from podium and on event screens

All sponsors \$2,500 and up will be acknowledged during CHEK broadcast. Details to be confirmed

### **Beverage Sponsor: \$3,000**

Special sign recognizing you as Beverage Sponsor as guests arrive and at bar  
Logo or name on all print advertising  
Logo on signage at event & website  
Recognition from podium and on event screens

### **Culinary Sponsor- \$2,500**

Special signage recognizing you as Culinary Sponsor at all cooking stations at event  
Logo or name on all print advertising  
Logo on signage at event & website  
Recognition from podium and on event screens

### **Dessert Sponsor - \$2,000**

Special sign recognizing you as Dessert Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Recognition from podium and on event screens

### **Multimedia Sponsor - \$1,750**

Special sign recognizing you as multimedia Sponsor  
Logo or name on all print advertising  
Logo on signage at event & website  
Email highlight to all attendees  
Recognition on event screens

### **Live Auction Sponsor - \$2,500**

Logo or name on all print advertising  
Logo on signage at event & website  
Recognition from podium and on event screens



# Hungry Hearts Broadcast Co-Sponsorship

***Help Our Place reach more potential donors! Your co-sponsorship (up to 3 non-competing businesses) of this live stream & television special includes:***

- 30-second promos, driving viewers to the Our Place/Hungry Hearts special “Brought to you by your company (and 2 others)” in an audio/visual tag.
- Inclusion in opening graphics of program. “Our Place presents Hungry Hearts, brought to you by “your company (and 2 others)”.
- On air recognition by show host.
- 2 x 30-second commercials in the broadcast.
- In addition to the live stream and the broadcast in September (date TBA), the show will be available for video on demand on our new streaming app: CHEK+

Investment for Co-Sponsorship: \$2,995 plus GST





# Thank you to our Hungry Hearts 2022 Organizing Committee



Event Chair: Ian Batey,  
Committee: Janet Clark, Colin Gilroy, Takashi Ito, Christine Lewis, Austin Lu, Meghan MacGregor, Melissa Mouat, Steven Seltzer, Chad Stewart, Kent Verge, Dr. Fred Voon, Alison Wedekind and Christine Yam



## 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)

## 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 hundreds of transitional housing units and shelters, provides over 800 meals per day, hot showers, free clothing, counseling, shelter and outreach services. Most importantly, it provides a sense of hope and belonging to all.





# Vital People: Hungry Hearts fundraiser serves up a delicious way to give back

August 23, 2021 UPDATED



**WATCH** | Hungry Hearts is Our Place's biggest fundraiser of the year and as Tess van Straaten shows us, it's a delicious way to give back.

CHEK



Tess van  
Straaten



Battering a piece of fresh halibut and then carefully setting it into the fryer, the **Oak Bay Beach Hotel's** executive chef prepares a new mouth-watering masterpiece.

"I wanted to have a nice crispy dish that we could use because battered halibut is something very popular in Victoria," says Kreg Graham, executive chef at the Oak Bay Beach Hotel.

The daring dish — which has pickled plum in the aioli and Singaporean slaw — is part of Our Place Society's Hungry Hearts **fundraiser**, which is currently underway.

"I really hope it brings the attention that Our Place and Hungry Hearts deserves. It's been an extremely challenging year, challenging couple of years and it's great to see our industry rally together," says Madone Pelan, general manager at the Oak Bay Beach Hotel.

The annual Hungry Hearts campaign — which is Our Place's biggest fundraiser of the year — usually sees chefs face-off at an event. But this year, with COVID, it's a little different.

## A Year in Review

Through hard work and dedication, we meet a variety of critical needs. Here's a snapshot of this past year's services and supports made possible by our generous volunteers, donors and funders.

Our Place  
offers meals,  
shelter, showers,  
clothing & more,  
365 days a year

**389,600**  
meals served

**500+**  
people housed

**19,177**  
volunteer  
hours

**38,300**  
hot meals  
served at  
New Roads

**26,931**  
charitable donations

**4,635**  
paramedic/outreach  
medical assessments

**309**  
active  
volunteers

**196**  
overdose  
reversals

**82**  
detox and  
treatment  
referrals

**375**  
unique storage  
facility visits

**12,377**  
hot showers

**11**  
managed  
facilities

**203**  
foot care  
treatments

**375**  
medical  
room visits

**47**  
rent/hydro  
supports

**\$244**  
average  
donor gift