



Invest In Your Community

Get More Return On Investment

COMMUNITY CAPITAL CAMPAIGN





Thank You to The Heroes Who've Helped The Food Bank So Much, and Continue to Give Their Support!

Stuart Parker Your Independent Grocer First Food of The Month (FOM) Participant!
Dave & Sue Russell FreshCo, FOM Participant
Sean Wilson Giant Tiger, FOM Participant
Mike & Lori Sheehan No Frills, FOM Participant

Jeff & Tanis Bucknell No Frills, FOM Participant
Paul Belanger Sobey's, Weekly Bread Donator
Charlie Lang..... Metro
Jesse Grimes.....Food Basics

Why You Should Take Part

- You can gain a competitive advantage through differentiation in the marketplace.
- Your investment in your community will bring about an internal cultural identity that dramatically and positively impacts your team's morale and engagement.
- And when people don't have to choose between food or other investments in the local economy, it's better for all business.

“ We appreciate you taking time to review the Food Bank's new initiative to create a stable, sustainable future for our community's benefit. ”

The Food Bank Board of Directors

Your Next Step: Invest in Social Marketing and Community Capital

A message from David Barber, New Food Bank Champion as of 2017

I can tell you first hand, that social marketing, investing in the fabric of your society, brings more return on investment than you likely think. It's worth thinking of it as part of your advertising, promotion and sponsorship mix.

Recently, we donated a new vehicle to the Food Bank, to use for their food pick ups, awareness at special events, and to save on the cost of their staff using their own cars.

The response, and the benefits, have been tremendous.

I believe that adding a component in support of the Food Bank as part of my "marketing-mix" was great for Northern Honda. In addition to carrying our brand in a feel-good format, it made our staff more conscious of the Food Bank. It gave them more pride in what our dealership is doing, and it truly boosted morale.

I believe in it, I stepped up, and it was worth it. I urge you to consider corporately supporting the Food Bank.

To discuss my personal experience in more detail, feel free to contact me at 705-476-0206.

Sincerely,

David Barber
Owner/Operator, Northern Honda





Corporate Support Packages – Now it’s time to select the level of support you can provide to the Food Bank. Simply review the 4 options below, and pick the level of support that works for you!

OPTION 1 – Leadership Partner Recognition (3 Years)..... \$10,000 onetime or \$10,000 over 3 years

- Sponsors featured on our new website: logo, link, mission statement, “why we support statement”
- Company profile and story featured online
- Monthly recognition via media
- Logo included on select new promotional and volunteer merchandise
- Eligible for corporate partnership award

OPTION 2 – Key Partner Recognition (2 Years)..... \$5,000 onetime or \$5,000 over 2 years

- Sponsors featured on our new website: logo & link
- Quarterly recognition via media
- Eligible for corporate partnership award

OPTION 3 – Partner Recognition (1 Year)..... \$2,500 onetime or \$2,500 over 1 year

- Sponsors featured on our new website: logo
- Semi-annual recognition via media

OPTION 4 – Supporter Recognition (1 Year)..... \$500 onetime

- Sponsors featured on our new website: name
- Annual recognition via media

“ The future of corporate success is going to be about investing back into your community, the community of your customers. Well, the future is here, you need to be a part of it... ”

Dan Demers, Community Leader, Food Bank Supporter

