



YYC *Hot Chocolate Fest*

PRESENTED BY CALGARY MEALS ON WHEELS

Sponsorship Opportunities

Supporting local businesses and building stronger communities.

For more than 12 years, YYC Hot Chocolate Fest has been bringing Calgarians together to support local businesses while helping Calgary Meals on Wheels ensure all of our neighbors are well-fed.



Now, with more than 175 locations participating in last year's event, YYC Hot Chocolate Fest has become a staple in countless Calgarians' winter event calendars. Become a sponsor and promote Calgary's vibrant food culture by supporting local cafes and restaurants, and chocolatiers. All the while giving back to a local charity.

Together, we will ensure that YYC Hot Chocolate Fest is a success.



The benefiting charity: Calgary Meals on Wheels

**Calgary
Meals
on
Wheels**

Whether it's an injury, illness, disability, the loss of a loved one, divorce or simply the natural slowing that comes with age, at some point all lives will be touched by hardship. In those moments, Calgary Meals on Wheels exists to provide the comfort of healthy nutritious meals. We will all face challenging times, but together, we can make sure nobody does it on an empty stomach.





Why Sponsor *YYC Hot Chocolate Fest?*

YYC Hot Chocolate Fest is an annual month-long friendly competition amongst some of Calgary's best cafés, raising money for Calgary Meals on Wheels. YYC Hot Chocolate Fest engages people from all walks of life and covers every area of our city, giving your business access to a wide audience of consumers.

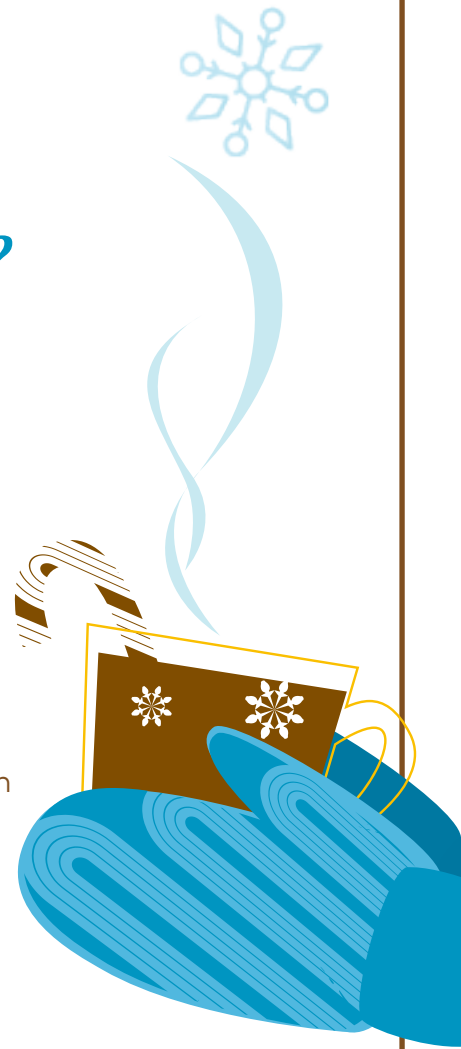


In previous years, we have had:

- Up to 175 participating locations with up to 112 unique drinks
- Countless social media engagements, including Facebook, Twitter and Instagram
- Various media opportunities including print, radio and television

2023 Highlights

- **18119** app downloads
- **126,744** unique website visitors from January - March
- **210,206** YYC Hot Chocolate Fest map views
- **10.3k** IG followers
- Consistent **10k+** IG reach in February peaking at **200k**
- **8000+** Facebook page reach
- Mentions in media by Curiosity Calgary, Dailyhive Calgary, Global, CTV, Livewire, Eat North, Culinaire, Savour, Wild FM, Shine FM, and countless others...



Sponsorship Opportunities		Title (1)	Premier (2)	Lead (5)	Community (7)
Value	\$15,000	\$7,500	\$3,000	\$1,000	
Media, Digital Promotion, & Extra Perks					
Title sponsor recognition	✓				
Part of paid digital and print advertising campaigns	✓				
Acknowledgement in media coverage (as available)	✓	✓	✓	✓	
Invitation to our media launch	✓	✓	✓	✓	✓
Newsletter recognition	Feature	Mention	Recognition		
Logo on event poster	Large	Medium	Small		
In-app recognition	Listed First	Listed after Title	Listed after Premier	Listed after Lead	
Linked logo on website	Large	Medium	Small		
Social media recognition	2 tailored posts	2 tailored posts	1 tailored post	1 general post	
Exclusive email to our vendors about your services	✓	✓			
Calgary Meals on Wheels tour for up to 10 people	✓	✓	✓		
Digital badge for company website	✓	✓	✓	✓	✓