



TABLE
DE L'ESPOIR
TABLE OF HOPE
2019

SO WE CAN ALL EAT

CORPORATE
SPONSORSHIP PROPOSAL
Benefitting Share the Warmth

MONDAY MAY 6, 2019
Alexandra Pier, Old Port of Montreal



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OVERVIEW



TABLE
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TABLE OF HOPE
2019

Since 2008, Table of Hope has been Share the Warmth's most important fundraising event. This event has played a pivotal role in supporting and raising money for Share the Warmth's School Food Program. Relying on the event's unique concept, the quality of its partnerships, and the over 600 guests, who, year after year, attend and support Share the Warmth, Table of Hope has become one of the most popular gourmet fundraising events in Montréal.

Staying true to this tradition, **Table of Hope 2019**, which will take place on **Monday, May 6, 2019**, at the unique and enchanting Alexandra Pier in Old Montréal, is sure to impress. This new venue, with its minimalist, refined architecture, provides breathtaking views of Montréal. Numerous restaurants and beverage providers will also be on site serving a variety of delicious food and drink to satisfy every taste. Renowned Montréal chef **Chuck Hughes**, owner of the popular Garde-Manger and Le Bremmer restaurants, and media personality **Aphrodite Salas** will join us once again this year as honorary co-chairs for what promises to be a truly memorable evening.

The **2019 edition of Table of Hope** is also an opportunity to put forth Share the Warmth's new food policy. As access to fresh, affordable and sufficient food becomes more and more challenging in our society, our goal is to raise awareness about this pressing issue and how it impacts our community. As such, the theme for Table of Hope 2019 will be inspired by Share the Warmth's community fruit and vegetable market: a lively evening rich in flavours and colours. We look forward to counting you among us!



Photos : Monique Simone & Sasha Onyshchenko



Source: mesquartiers.wordpress.com

SHARE THE WARMTH'S MISSION

Rooted in the Southwest community for over 25 years, Share the Warmth has been awakening hopes and dreams through excellence in programming that fosters the overall success and development of youth, increases access to food security and health for all, and offers work training programs. Inspired by the vision of a vibrant community where all members reach their full potential and achieve their dreams, Share the Warmth's priorities are:

So we can all LEARN and GROW:

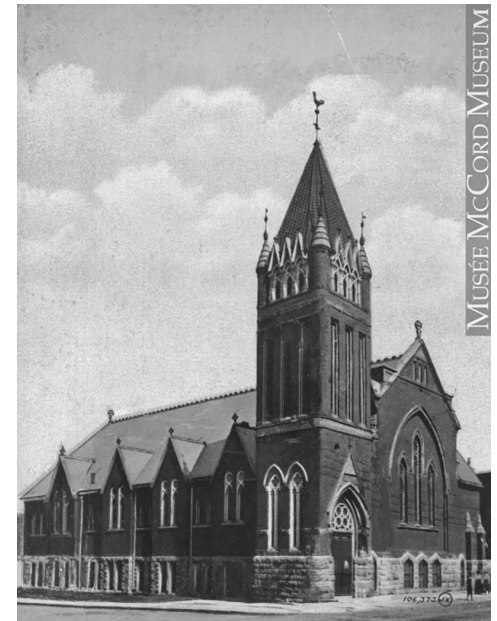
- Music programs: weekly and intensive El Sistema-inspired music classes for youth
- Tutoring and bursaries program
- Youth cooking workshops
- Family support programs (Magasin-Partage): special holiday and back-to-school sales

So we can all EAT:

- School food program
- Food bank
- Community fruit and vegetable market
- FoodFit cooking workshops
- Community café
- Monthly community lunches and "lunch-and-learn" activities

So we can all WORK:

- Employment training program
- Job readiness training promoting social development



SHARE THE WARMTH'S FOOD PHILOSOPHY

SO WE CAN ALL EAT

Share the Warmth aims to tackle the challenges of accessing fresh, affordable food in Montréal's Southwest borough. We believe access to healthy food is a right that is key to a person's health and well-being. In collaboration with our members, we capitalize on every opportunity to learn, cultivate, cook and share good food. Our policy aims to provide nutritious food and delicious meals to the community, while taking into account the needs, tastes and realities of our members.

Our services include:

- Weekly food assistance based on a members' choice model;
- A seasonal "pay-what-you-can" fruit and vegetable market;
- A school food program that delivers meals to 17 Montréal schools, reaching close to 1,700 students per week;
- Healthy snacks made every week for more than 130 students in our music program;
- A community café (open six days a week), which serves healthy, affordable meals, and free monthly community lunches (voluntary contribution);
- Cooking workshops to develop skills and knowledge, adopt better lifestyle habits and forge relationships;
- Gardens to grow vegetables and promote urban agriculture.



An average of **1,700** students per week in **17** schools received healthy snacks and lunches to improve their concentration and academic performance.



50 members, adults and youth, participated in FoodFit and youth cooking workshops.



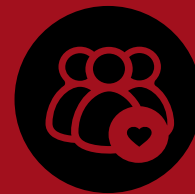
1,400 people per month received food assistance through Share the Warmth's food bank including **100** home deliveries for members with limited mobility.



12 adults developed their employment skills in our work-training programs for a total of **9,700** hours worked.



Over **2,000** people bought fresh fruits and vegetables at the pay-what-you-can market in the summer of 2017.



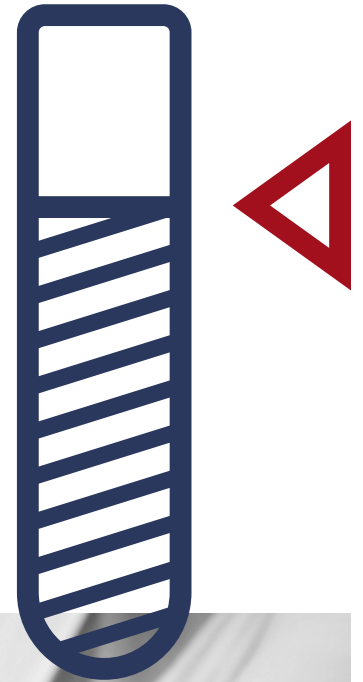
920 volunteers donated close to **16,000** hours of time to help their community.

TABLE OF HOPE'S FUNDRAISING GOAL: \$250,000

WHY SUPPORT TABLE OF HOPE 2019?

Being a Table of Hope sponsor means:

- Increasing food security in Montréal;
- Contributing to the health and well-being of the community;
- Making fresh, affordable, unprocessed local food more accessible;
- Supporting skills development programs and healthy cooking workshops;
- Providing access to fresh fruits and vegetables for all;
- Providing healthy meals to 1,700 students in 17 Montréal schools;
- Showing solidarity with your community.



Cost of our food security programs: \$350,000



TABLE OF HOPE PARTNERSHIPS

When you become a Table of Hope sponsor, several strategic initiatives are available to maximize your brand's visibility and involvement:

Platinum sponsorship: \$25,000

Provides healthy meals and snacks to 250 Montreal students for one school year.

Gold sponsorship: \$15,000

Allows three families of four to stock up twice a week at the food bank.

Silver sponsorship: \$10,000

Allows 100 families to make four visits to our fresh fruit and vegetable market.

Bronze sponsorship: \$5,000

Allows us to offer healthy, affordable lunches at our community café six days a week.

Table of Hope friend: \$2,500

Allows us to prepare healthy lunches for our monthly community lunches.

BRAND VISIBILITY

	Platinum sponsorship \$25,000	Gold sponsorship \$15,000	Silver sponsorship \$10,000	Bronze sponsorship \$5,000	Table of Hope friend \$2,500
VISIBILITY AT EVENT					
Strategic brand or product placement at event	•	•	•		
Opportunity to sponsor an exclusive area during the evening (lounge, silent auction, bar, terrace if available) or physical presence of sponsor on the premises (kiosk)*	•	•			
Banner or poster displayed at event	•	•			
Brand or company name or products projected on a screen at event (continuous video loop)	•	•	•		
Company logo projected at event	•	•	•	•	•
Verbal acknowledgment of company's involvement in official speech at event	•	•	•		
LONG-TERM VISIBILITY					
Share the Warmth website and social media channels	•	•	•	•	•
Advertisement in Souvenir program (print) – 600 copies	Full page	Full page	Half-page	Quarter page	Quarter page
Direct link on our website	•				
Right to use the Table of Hope 2019 logo in your promotional materials	•	•			
Visibility on our post-event thank you letter	•	•	•	•	•
OTHER BENEFITS					
Table of Hope tickets	15	10	8	4	2
Parking spaces at event	3	2	1		
Possibility to hold a "Team Building" activity at Share the Warmth	•	•	•		
Possibility to hold a private event at Share the Warmth's Wellington Hall	•	•	•		

SERVICE PARTNERS

Every year, Share the Warmth is fortunate to partner with amazing food and beverage providers. Here are a few partners who have generously participated in this event:

- 1769 Distillery
- Bad Monkey Popcorn
- Bar à Beurre
- Bird Bar
- Bitoque
- Brasserie McAuslan
- Café Barista
- Copper Branch
- Corby Spirit and Wine Limited
- Daboom Desserts
- Dalla Rose
- Daou Restaurant
- Deville Dinerbar
- Doughnats
- Emiliano's
- Enoteca Monza Pizzeria Moderna
- Gaufrabec
- L'Orchidée de Chine
- Machiavelli
- Mandy's salades gourmandes
- Miss Prêt à Manger
- Monsieur Restaurant + Bar
- Notre-Bœuf-de-Grace
- Prohibition Bistro
- Rasoi
- Raw Vitality
- Reuben's Deli & Steakhouse
- Rib'n Reef Steak
- Satay Brothers
- Tuck Shop
- Verses Restaurant
- Vieux-port Steakhouse
- Waina Wyn Agency
- Wienstein & Gavino's
- Xavier Artisan

A FEW REFERENCES

Table of Hope receives important media coverage during the event. Our media partners include Bell media, CTV News Montreal, Energie 94.3, CJAD (800 AM), Virgin Radio, CHOM FM (97.7), TSN 690, L'antichambre RDS, and Breakfast Television. Furthermore, Jason Rockman, CHOM FM radio host, has joined us as Table of Hope ambassador and master of ceremony for several years already. For more information about our past media coverage, please visit: sharethewarmth.ca/newsletters/press-and-prizes/

Social Media and Website:

Instagram: www.instagram.com/tabledelespoir/

Facebook: www.facebook.com/TabledeLespoir/

LinkedIn: www.linkedin.com/company/table-de-l'espoir-table-of-hope/

Website: www.sharethewarmth.ca/upcoming-events/table-of-hope

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Share the Warmth



Photo : Matthieu Jarry