



TABLE
DE L'ESPOIR
TABLE OF HOPE
2020

SO WE CAN ALL EAT

CORPORATE
SPONSORSHIP PROPOSAL
Benefitting Share the Warmth

MONDAY MAY 4, 2020
Grand Quay, Old Port of Montreal



OVERVIEW



**TABLE
DE L'ESPOIR**
TABLE OF HOPE
2020

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 Montreal.

Staying true to this tradition, **Table of Hope 2020**, which will take place on **Monday, May 4, 2020**, at the unique and enchanting Grand Quay in Old Montreal, is sure to impress. This new venue, with its minimalist, refined architecture, provides breathtaking views of Montreal. Numerous restaurants and beverage providers will also be on site serving a variety of delicious food and drink to satisfy every taste. Renowned Montreal chefs Chuck Hughes (Garde Manger and Le Bremner) and Stefano Faita (Impasto, Pizzeria Gema, Chez Tousignant and Vesta) joined us last year as honorary co-chairs for a truly memorable evening.

The **2020 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 2020 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!



Our 2019 co-presidents, Stefano Faita and Chuck Hughes
Photo: Tim Chin.



Source: mesquartiers.wordpress.com

SHARE THE WARMTH'S MISSION

Celebrating 30 years in the Southwest community this year, 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:

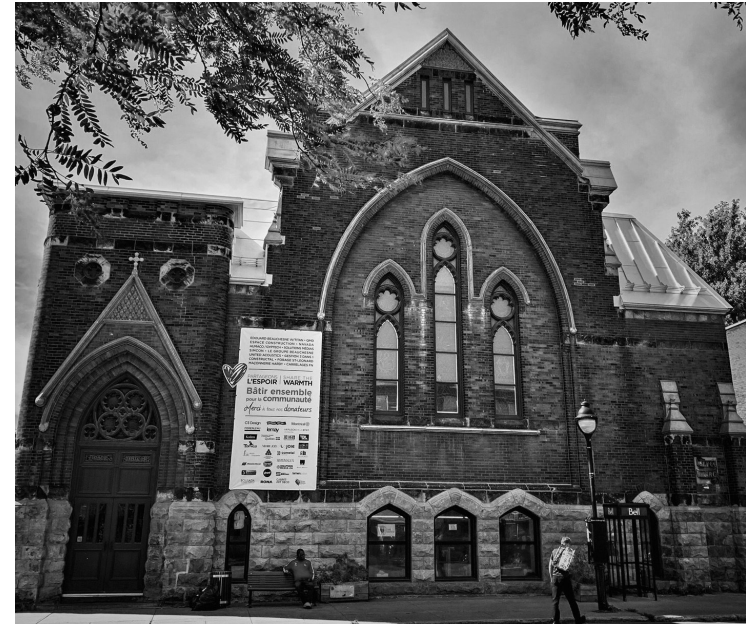
- Music programs: weekly and intensive El Sistema-inspired music classes for youth
- Tutoring and bursaries program
- Youth cooking workshops
- Family support programs (Magasin-Partage): special holiday and back-to-school sales

So we can all EAT:

- Food bank based on choice
- Pay what you can community fruit and vegetable market
- Kids (Boîte à Lunch) and adults cooking workshops to encourage healthy lifestyle
- Biweekly 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 Montreal'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.



250 children in our youth programs receive healthy snacks every week.



55 members, adults and youth, participated in our cooking workshops.



810 volunteers donated close to **10,000** hours of time to help their community.



1,100 people per month received food assistance through Share the Warmth's food bank including **718** annual home deliveries for members with limited mobility.



13 adults developed their employment skills in our work-training programs, working 5,101 hours.



Over **5,000** people bought fresh fruits and vegetables at the pay-what-you-can market.

WHY SUPPORT TABLE OF HOPE 2020?

BEING A TABLE OF HOPE SPONSOR MEANS:

- Increasing food security in Montreal;
- Contributing to the health and well-being of the community;
- Making fresh, affordable, unprocessed local food more accessible;
- Supporting skills development programs & healthy cooking workshops;
- Providing access to fresh fruits and vegetables for all;
- Providing healthy snacks to 250 children in our youth programs;
- Providing more than 350 nutritious meals during our community lunches;
- Showing solidarity with your community.



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



TABLE OF HOPE SPONSORSHIP OPPORTUNITIES

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

Featured Sponsor: \$20,000

Allows over 1,200 people to stock up at the food bank twice a week for over a year.

Partner: \$15,000

Provides healthy snacks to more than 250 children in our Youth Programs.

Collaborator: \$10,000

Allows 400 families to visit our fresh fruit and vegetable market.

Contributor: \$5,000

Allows us to offer 3 weeks of healthy meals at our community lunches.

Supporter: \$2,500

Allows us to prepare healthy meals for our weekly community lunches.

BRAND VISIBILITY

	FEATURED SPONSOR \$20,000	PARTNER \$15,000	COLLABORATOR \$10,000	CONTRIBUTOR \$5,000	SUPPORTER \$2,500
VISIBILITY AT EVENT					
Opportunity to sponsor an exclusive area during the evening (lounge, prize area, bar, terrace if available) or physical presence of sponsor on the premises (kiosk)*	•				
Banner or poster displayed at event	•	•	•		
Strategic brand or product placement at event	•	•	•	•	
Repeated logo displayed on Press Wall for photo opportunities	•	•	•	•	•
LONG-TERM VISIBILITY					
Logo in Bell media TV promo	•	•			
Right to use the Table of Hope 2019 logo in your promotional materials	•	•			
Social Media presence	2 dedicated posts	1 dedicated post	Logo present in 2 posts	Logo present in 2 posts	
Logo on Share the Warmth website	Logo & direct link	Logo & direct link	logo	logo	logo
Mention in Share the Warmth Annual report	•	•	•	•	•
OTHER BENEFITS					
Table of Hope tickets	12	10	8	4	2
Parking spaces at event	3	2	1	1	
Possibility to hold a "Team Building" activity at Share the Warmth	•	•	•		
Opportunity to use Share the Warmth's Wellington Hall for a special event (excludes maintenance and other costs)	•	•			

TABLE OF HOPE 2019 SPONSORS



GLOBAL INVESTMENT MANAGEMENT



2019 FOOD & BEVERAGE PROVIDERS

1909 Taverne Moderne
Agropur
Arhoma
Bar à Beurre
Bird Bar
Bon Vivant
Brera Catering
Burgundy Lion Pub
Daboom Desserts
Dalla Rose

Damas
Daou
Dunn's Famous Décarie
Garde Manger & Le Bremner
Hello 123 Brasserie végétarienne
Léché Desserts
Lisboa Porto
McAuslan Brewery
Miss Prêt à Manger
Monsieur Restaurant + Bar

Notre-Boeuf-de-Grâce
Provisions
Rita
Rockaberry Griffintown
Sarah Cole Cider
Spice Brothers
Street Monkeys
Unique Foods
XO Le Restaurant

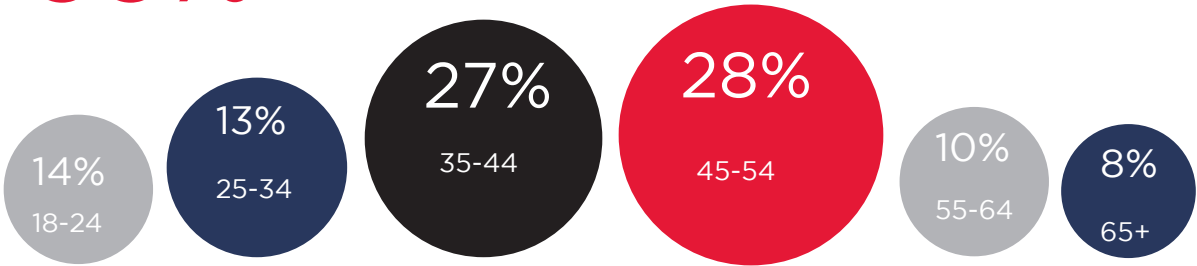
DEMOGRAPHICS OF ATTENDEES

20%

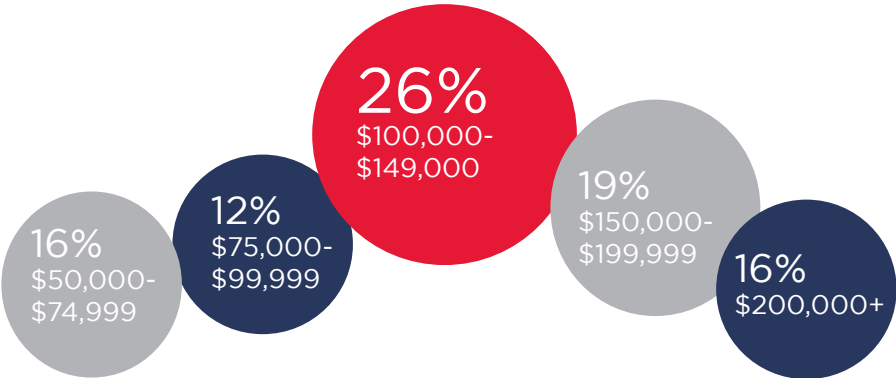
of 2019 attendees have attended Table of Hope 5 or more times.

51 % attended Table of Hope for the first time in 2019.

55% of attendees are between 35-54 years old.



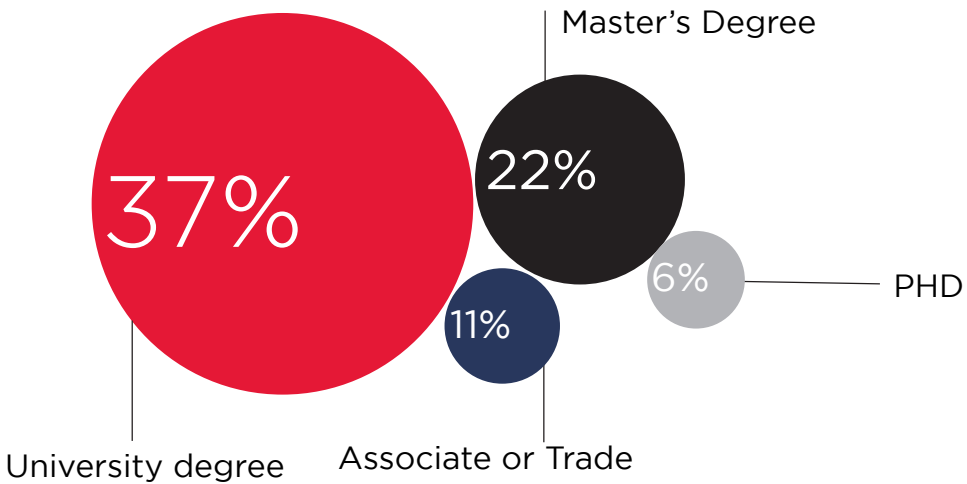
61% of attendees have a household income of \$100,000 or more.



98%

of 2019 attendees said they would like to attend Table of Hope 2020.

Highest Level of Education Completed



Current occupation (most popular): Business and Financial Operations, Education and Training, Management, Communications and Public Relations and Legal.

MEDIA COVERAGE

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.

[Bell media TV promo](#)

[Interview with Stefano Faita and Chuck Hughes on the Denis Arcand show on 98.5 FM, May 6, 2019.](#)

[Interview with Chuck Hughes on Breakfast Television, April 29, 2019.](#)

[La Table de l'espoir, un événement gastronomique qui lutte contre la crise alimentaire, article published on Tastet.ca, April 23, 2019.](#)

Click to connect to our social media accounts and website:



For more information please contact: tableofhope@sharethewarmth.ca

Please make any cheques payable to **Share the Warmth**, attention of Katina Vanasse. CRA: 876448879 RR0001.



PARTAGEONS
L'ESPOIR | SHARE THE
WARMTH

625, rue Fortune
Montréal (Québec) H3K 2R9 (514) 933-5599
partageonslespoir.ca/sharethewarmth.ca

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