

SPONSORSHIP OPPORTUNITIES



Christmas JOY Home Tour

**15 Years of Christmas JOY Home Tours in support of
HOPE House, Guelph, Ontario**

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Home Tour and Exclusive Pre-Tour Reception: Thursday, November 14, 2019

Candlelight and Daytime Home Tours: Friday, November 15 and Saturday, November 16, 2019

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A Kick-Off to the Festive Season!

The Christmas JOY Home Tour is a self-guided tour of eight carefully selected homes in the Guelph area that have been professionally decorated for the holiday season.

We welcome 1,600 tour goers who purchase tickets and enjoy this annual event celebrating it's 15th year. The Home Tour is supported by local businesses through sponsorship as well as businesses who add beautiful, seasonal décor, florals, delicious food samples and other added touches to the homes.

The JOY Home Tour Committee is excited for this year's tour and we welcome you to participate in this annual tradition to start of the 2019 Christmas season and to support the important work that is done by HOPE House.

For more information, please visit our website at christmasjoy.ca. The website will be updated as details come together for the 2019 tour.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

Commitment Level: \$10,000; Number Available: 1

As the 2019 Presenting Sponsor, you demonstrate your company's commitment as a community leader by partnering with HOPE House to present the 15th Annual Christmas JOY Home Tour. The following is a full roster of recognition for your contribution to our community:

- Representation on all promotional materials as "Your Company proudly presents the Christmas JOY Home Tour."
- Exclusive rights to be recognized as the presenting sponsor for the event with first right of refusal in 2020.
- Most prominent listing/logo placement on all event print material.
- A full-page colour advertisement with premium placement in the tour guidebook (1,600 copies).
- Most prominent listing on the inside front cover of the tour guidebook (1,600 copies).
- Most prominent recognition on the invitation distributed to our mailing list (1,600 copies).
- Most prominent recognition on christmasjoy.ca with a link to your website.
- Opportunity to have company presence in all the homes on the tour (i.e. giveaways or signage).
- Verbal recognition of donation at the exclusive pre-tour reception.
- Corporate recognition in all media relation materials including news releases, public service announcements and social media, including Twitter, Instagram and Facebook.
- Four (4) tickets for the Friday/Saturday Christmas JOY Home Tour.
- Four (4) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception.

Be a sponsor of the JOY Home Tour

The funds raised from the Christmas JOY Home Tour directly impact our community by supporting programs and services delivered by HOPE House. HOPE House operates and advocates on the belief that poverty, food insecurity, inequality, health and community are all interconnected. HOPE House offers services and programs that challenge the stigmas surrounding poverty while allowing individuals to maintain their dignity and choice. Read about some of the HOPE House projects on the following pages.

EXCLUSIVE PRE-TOUR RECEPTION SPONSOR

Commitment Level: \$5,000; Number Available: 1

As the 2019 Exclusive Pre-Tour Reception Sponsor, your business gains valuable exposure by presenting this exclusive pre-tour event. This evening is an opportunity to connect with local business owners, sponsors, homeowners, the tour committee and premium ticket holders who attend this reception after an advanced preview of the homes.

- Representation on the champagne reception invitation as “Your Company proudly presents the Exclusive Pre-Tour Reception of the 2019 Christmas JOY Home Tour”.
- A full-page colour advertisement in the home tour guidebook (1,600 copies).
- Representation on Pre-Tour promotional materials as “Exclusive Pre-Tour Reception proudly presented by Your Company”.
- Prominent listing/logo placement on all event print material.
- Prominent recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Verbal recognition of donation at the exclusive pre-tour reception.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter, Instagram and Facebook.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Four (4) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception.

The Food Market - Our innovative approach allows community members the dignity of choosing their groceries through our innovative bucks-based system. Much like going to the grocery store with a budget, community members walk through the aisles selecting the food and hygiene items which appeal to their needs.

PRINT SPONSOR

Commitment Level: \$5,000; Number Available: 1

As the official print sponsor for the 15th Annual Christmas JOY Home Tour, your business will sponsor the production of the 2019 tour guidebook. All 1,600 tour goers will receive a copy of the guidebook which serves as the ticket for admission to the event.

- A full-page colour advertisement with premium placement in the tour guidebook (1,600 copies).
- Prominent listing/logo placement on all event print material.
- Representation in the 60+ page high quality home tour booklets as “2019 Christmas JOY Home Tour Ticket booklet proudly sponsored by Your Company”.
- Prominent recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Verbal recognition of donation at the exclusive pre-tour reception.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter, Instagram and Facebook.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Four (4) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception.

SHOE BAG SPONSOR

Commitment Level: \$4,000; Number Available: 1

Your logo will be featured on the reusable cloth bags distributed to all tour goers. Upon entering each home, tour goers remove their footwear and place them in the sponsored shoe bags to carry with them throughout the tour.

- A full-page colour advertisement in the tour guidebook (1,600 copies).
- Reusable bags with your logo printed in one colour on one side of the bag (HOPE House logo and Home Tour logo are printed on the other side) are provided to all 1,600 tour goers).
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Verbal recognition of donation at the exclusive pre-tour reception.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter, Instagram and Facebook.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Four (4) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception.

Heathy Living Club - One club, four areas of concern: healthy eating; living on less (e.g., budgeting); entertainment (e.g., movies/TedTalks); and advocacy (e.g., writing letters to local government together targeting important issues that directly affect community members).

JOY PHOTO EXPERIENCE SPONSOR

Commitment Level: \$4,000; Number Available: 1

As the official Joy Photo Experience Sponsor, your company's logo will be featured on a backdrop located in one of the tour homes where tour goer groups will have their picture taken.

- Photos, taken by the tour supplied photographer, will be posted on the home tour website with a link from the tour's social media accounts.
- A full-page colour advertisement in the tour guidebook (1,600 copies).
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Verbal recognition of donation at the exclusive pre-tour reception.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter, Instagram and Facebook.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Four (4) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception.

CHAMPAGNE SPONSOR

Commitment Level: \$1,500; Number Available: 1

As the champagne sponsor for the 15th Annual Christmas JOY Home Tour, your business will sponsor the refreshments provided at the Exclusive Pre-Tour Reception.

- A half-page colour advertisement in the home tour guidebook (1,600 copies).
- Your company logo printed on cocktail napkins used at the champagne reception.
- Corporate recognition in the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter and Facebook.
- Two (2) complimentary tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception.

HOPE for the Holidays - We believe that each person deserves a holiday filled with HOPE. That's why, at HOPE House, in addition to providing Christmas Hampers to families in need, we also offer several other holiday programs such as a Christmas brunch, cookie exchange, photos with Santa, and an affordable Christmas market to create new holiday traditions with our community.

MAP SPONSOR

Commitment Level: \$1,000; Number Available: 1

As the official map sponsor for the 15th Annual Christmas JOY Home Tour, your business will sponsor the production of the 2019 home tour map. All 1,600 tour goers will receive a copy of the map indicating the homes on the tour, lunch stops, businesses supporting the tour and other significant locations.

- A half page colour advertisement on the home tour map (1600+ copies)
- Representation on the 11 x 17 detailed tour map as "Your Company proudly sponsors the official map of the 2019 Christmas JOY Home Tour".
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Recognition in media relations and social media.
- Two (2) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception.

FRONT DOOR SPONSOR (8 of 8 SOLD)

Commitment Level: \$675; Number Available: 8 opportunities available (1 sponsor for each of the 8 homes on the tour)

- Your company name on a wreath hung on the front door of the tour home(s) you sponsor where 1,600 tour goers enter the home
- A quarter-page colour advertisement in the home tour guidebook (1,600 copies).
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Recognition in media relations and social media.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Option to upgrade above tickets to two (2) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception for an additional \$100.

Circles® - Circles® is designed to help families living in poverty set goals and move toward independence. Through intentional, reciprocal relationships formed between low-income and middle-income families, we create a "circle" of support so that families looking to lead themselves out of poverty have the social and educational resources available to them to make this a reality.

WALKWAY SPONSOR(8 of 8 SOLD)

Commitment Level: \$600; Number Available: 8 opportunities available (1 sponsor for each of the 8 homes on the tour)

- Your company name on a 2' x 2' one colour lawn sign prominently displayed by the walkway at the tour home(s) you sponsor where 1,600 tour goers walk by or are waiting in line and visible also by the public
- A quarter-page colour advertisement in the home tour guidebook (1,600 copies).
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Recognition in media relations and social media.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Option to upgrade above tickets to two (2) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception for an additional \$100.

CLEAN HOME SPONSOR(2 of 8 SOLD)

Commitment Level: \$500; Number Available: 8 opportunities available (1 sponsor for each of the 8 homes on the tour)

- Your company name on a 1 1/2' x 1 1/2' one colour sign prominently displayed at the tour home(s) you sponsor where 1,600 tour goers exit the home
- A quarter-page colour advertisement in the home tour guidebook (1,600 copies).
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Recognition in media relations and social media.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Option to upgrade above tickets to two (2) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception for an additional \$100.

HOPE Stylin' - HOPE House knows that people gain confidence when they look good. This program encompasses both a free clothing bureau and a minimum cost hair salon (\$2 for adults and free for children if funds are available) operated entirely by volunteer salon professionals. Together, this allows our clients to empower themselves to make choices they couldn't make before, feel great about how they look and helps prepare them to write new future stories for themselves.

ROOM SPONSOR (4 of 8 SOLD)

Commitment Level: \$500; Number Available: 8 opportunities available (One (1) room sponsorship per home covering each of the following rooms - living room, dining room, family room, master bedroom, bedroom 1, bedroom 2, basement, bathroom)

- Your company name on a 1 1/2' x 1 1/2' one colour sign prominently displayed in the room in the tour home(s) that you sponsor visible by 1,600 tour goers that tour the home
- A quarter-page colour advertisement in the home tour guidebook (1,600 copies).
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Corporate recognition on christmasjoy.ca with a link to your website.
- Recognition in media relations and social media.
- Two (2) tickets to the Friday/Saturday Christmas JOY Home Tour.
- Option to upgrade above tickets to two (2) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception for an additional \$100.

JOY-FILLED FRIENDS SPONSOR

Commitment Level: \$250; Number Available: Unlimited

Businesses and individuals will be recognized by:

- A quarter page advertisement in the tour guidebook (1,600 copies).
- Corporate recognition on the inside front cover of the tour guidebook (1,600 copies).
- Individual or corporate recognition on christmasjoy.ca with a link to your website.
- Your name will be entered into a draw to win two (2) complimentary tickets for the Friday/Saturday Christmas JOY Home Tour. The draw will only include participating Joy-Filled Friends Sponsors.
- The winner will have the option to upgrade the above tickets to two (2) tickets for the Thursday Christmas JOY Home Tour and Exclusive Pre-Tour Reception for an additional \$100.

The Guelph Community Backpack Project - We know when children are confident and prepared they go to school with a greater ability to learn, thus helping them break the cycle of poverty. Partnering with the Guelph Neighbourhood Support Coalition and the Salvation Army, HOPE House coordinates the collection, packing and distribution of over 1100 backpacks and necessary school supplies for children and youth to succeed at school throughout the city.

Sponsorship Advertising Information

Each Christmas JOY Home Tour sponsor will receive a complimentary colour ad in the tour guidebook as per the sponsor level details. **Ads are due before Friday, July 26, 2019.**

Ad upgrades, if applicable, may be purchased for an additional cost of:

- Full page colour ad: \$225
- 1/2 page colour ad: \$150

Ad dimensions are (see attached page for template options):

- Full page: 5" w x 8" h
- 1/2 page: 5" w x 3.9375" h
- 1/4 page vertical: 2.4375" w x 3.9375" h
- 1/4 page horizontal: 5" w x 1.9687" h

Ad format:

- Adobe Acrobat PDF
- Adobe Photoshop PSD, TIFF, EPS, PDF or JPG
- Adobe Illustrator AI, EPS, PDF (fonts must be converted to outlines)
- Colour Mode: CMYK

Ads are due before Friday, July 26, 2019. Please send to leahde@bestversionmedia.com.

If you have any questions regarding ad specifications, please contact Leah at leahde@bestversionmedia.com.

To confirm your participation and to ensure your company receives appropriate and timely recognition, please complete the attached commitment form and send to Mary Jackson, Sponsor and Donor Lead, at mjackson@lakesidehopehouse.ca.

For any questions, please contact Mary at mjackson@lakesidehopehouse.ca or 519-362-3986.

Ad Sizes / Templates for JOY Home Tour Booklet

Deadline for submission = Friday July 26, 2019

1/4 Page Vertical
2.4375" w by 3.9375" h

Please submit your ad sized to the dimensions illustrated below.

Acceptable formats include:

- Adobe Acrobat PDF
- Adobe Photoshop PSD, TIFF, EPS, PDF or JPG
- Adobe Illustrator AI, EPS, PDF (Fonts must be converted to outlines)

Color Mode: CMYK

If your ad is not sent print ready,
our Designer is available for hire if
necessary. Separate fees will apply.

Full Page
5" w by 8" h

1/4 Page Horizontal
5" w by 1.9687" h

1/2 Page
5" w by 3.9375" h

Sponsor Commitment Form

Please complete and email this form along with payment information to Mary at mjackson@lakesidehopehouse.ca.

- ~~Presenting Sponsor — \$10,000~~ **SOLD**
- ~~Exclusive Pre-Tour Reception Sponsor — \$5,000~~ **SOLD**
- Print Sponsor — \$5,000
- ~~Shoe Bag Sponsor — \$4,000~~ **SOLD**
- ~~Joy Photo Experience — \$4,000~~ **SOLD**
- ~~Map Sponsor — \$1,000~~ **SOLD**
- ~~Map Sponsor with upgrade to full page ad — \$1,225~~

- ~~Champagne Sponsor — \$1,500~~ **SOLD**
- ~~Champagne Sponsor with upgrade to full page ad — \$1,725~~ **SOLD**

- ~~Front Door Sponsor — \$675~~ **SOLD**
- ~~Front Door Sponsor with ticket upgrade — \$775~~
- ~~Front Door Sponsor with upgrade to ½ page ad — \$825~~
- ~~Front Door Sponsor with upgrade to ½ page ad and ticket upgrade — \$925~~
- ~~Front Door Sponsor with upgrade to full page ad — \$900~~
- ~~Front Door Sponsor with upgrade to full page ad and ticket upgrade — \$1,000~~

- ~~Walkway Sponsor — \$600~~ **SOLD**
- ~~Walkway Sponsor with ticket upgrade — \$700~~
- ~~Walkway with upgrade to ½ page ad — \$750~~
- ~~Walkway Sponsor with upgrade to ½ page ad and ticket upgrade — \$850~~
- ~~Walkway Sponsor with upgrade to full page ad — \$825~~
- ~~Walkway Sponsor with upgrade to full page ad and ticket upgrade — \$925~~

- Clean Home Sponsor - \$500
- Clean Home Sponsor with ticket upgrade - \$600
- Clean Home Sponsor with upgrade to ½ page ad — \$650
- Clean Home Sponsor with upgrade to ½ page ad and ticket upgrade — \$750
- Clean Home Sponsor with upgrade to full page ad — \$725
- Clean Home Sponsor with upgrade to full page ad and ticket upgrade — \$825





Sponsor Commitment Form (continued)

- Room Sponsor – \$500
 - Living Room, Dining Room, Family Room, Master Bedroom,
 - Bedroom 1, Bedroom 2, Basement, Bathroom
- Room Sponsor with ticket upgrade– \$600
- Room Sponsor with upgrade to ½ page ad – \$650
- Room Sponsor with upgrade to ½ page ad and ticket upgrade – \$750
- Room Sponsor with upgrade to full page ad – \$725
- Room Sponsor with upgrade to full page ad and ticket upgrade – \$825

- Joy-Filled Friends Sponsor with 1/4 page ad – \$250
- Joy-Filled Friends Sponsor with upgrade to 1/2 page ad – \$400
- Joy-Filled Friends Sponsor with upgrade to full page ad – \$475

Total Amount Due \$ _____

Name _____

Company _____

Address _____

City _____

Postal Code _____ Phone (____) _____

Email _____

Company name as you wish it to appear on all material _____

Payment Method

- Visa Mastercard Please Invoice Cheque Attached - Payable to HOPE House
- etransfer to finance@lakesidehopehouse.ca

Name on Card _____

Card Number _____ Expiry _____

Signature _____