

2018 CHRISTMAS HOME TOUR - GUELPH



2018

Choose Joy

.....

Friday, November 16 & Saturday, November 17, 2018

Exclusive Pre-Tour Champagne Reception: Thursday, November 15, 2018

.....

SPONSORSHIP OPPORTUNITIES

A Kick-Off to the Festive Season!

The Christmas JOY Home Tour is a self-guided tour of carefully selected homes that have been professionally decorated for the holiday season. This year, we are celebrating our 14th annual Christmas JOY Home Tour. Each year, the tour grows and develops in innovative ways, adding new elements for our tour attendees to enjoy. Last year, we welcomed over 1,600 tour goers. We have been supported by many local businesses as they contribute to the tour through sponsorship and by adding beautiful, seasonal décor to our homes and providing delicious food for sampling. The JOY team is excited about featuring this year's spectacular homes - we love our city and our community - Guelph is an extraordinary place to call home!

For more information, please visit our website at christmasjoy.ca. The website will be updated as details come together for the 2018 tour.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

Commitment Level: \$6,000 Number Available: 2

Demonstrate your company's commitment as a community leader by partnering with HOPE House to present the 14th Annual Christmas JOY Home Tour. We are delighted to offer our presenting sponsor 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 2019.
- Most prominent listing/logo placement on all event print material.
- A full-page colour advertisement with premium placement in the tour guidebook (1600+ copies)*.
- Most prominent listing on the inside front cover of the tour guidebook (1600+ copies).
- Most prominent recognition on the invitation distributed to our mailing list (1600+ copies).
- Most prominent recognition on christmasjoy.ca with a link to your website.
- Opportunity to have company presence in all of the homes on the tour (i.e. giveaways or signage).
- A formal presentation of donation at the exclusive pre-tour reception, if desired.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter and Facebook.
- Four (4) complimentary tickets for the Christmas JOY Home Tour.
- Four (4) complimentary tickets for the exclusive VIP Pre-Tour.

*Please send us your ad by: Friday, July 6, 2018

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. Some of the HOPE House projects include:

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.

EXCLUSIVE PRE-TOUR CHAMPAGNE RECEPTION SPONSOR

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

As the 2018 Exclusive Pre-Tour Champagne Reception Sponsor, you are able to gain valuable exposure for your business by presenting this exclusive pre-tour event. This evening is an opportunity to connect with the VIP ticket holders, local business owners, sponsors, homeowners and the tour committee who are mingling and getting an advanced preview of the homes.

- A full-page colour advertisement in the home tour guidebook (1600+ copies)*.
- Recognition on pre-tour promotional materials in the form of a logo as well as in the name of the event i.e. *Exclusive Pre-Tour Presented by Company XYZ*.
- Prominent listing/logo placement on all event print material.
- Corporate recognition on the inside front cover of the tour guidebook (1600+ copies).
- Corporate recognition on christmasjoy.ca with a link to your company's website.
- A formal presentation of donation at the exclusive pre-tour reception, if desired.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter and Facebook.
- Two (2) complimentary tickets to the Christmas JOY Home Tour.
- Four (4) complimentary tickets for the exclusive VIP Pre-Tour.

*Please send us your ad by: Friday, July 6, 2018

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.

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.

PRINT SPONSOR

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

As the official print sponsor for the 14th Annual Christmas JOY Home Tour, your business will sponsor the production of the 2018 tour guidebook. All tour goers will receive a copy of the guidebook to use as a ticket for admission to the event.

- A full-page colour advertisement with premium placement in the tour guidebook (1600+ copies)*.
- Prominent listing/logo placement on all event print material.
- Corporate recognition on the inside front cover of the tour guidebook (1600+ copies).
- Corporate recognition on christmasjoy.ca with a link to your company's website.
- A formal presentation of donation at the exclusive pre-tour reception, if desired.
- Corporate recognition in all media relations materials including news releases, public service announcements and social media, including Twitter and Facebook.
- Two (2) complimentary tickets to the Christmas JOY Home Tour.
- Four (4) complimentary tickets for the exclusive VIP Pre-Tour.

*Please send us your ad by: Friday, July 6, 2018

SHOE BAG SPONSOR

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

Take advantage of this unique promotional opportunity! Your logo will be featured on the reusable bags distributed to all tour goers. Upon entering each home, tour goers are advised to remove their footwear and place them in the sponsored shoe bag to carry with them throughout the tour.

- A full-page colour advertisement in the tour guidebook (1600+ copies)*.
- Reusable bags with your logo are provided to all tour goers (1600+ attendees).
- Corporate recognition on the inside front cover of the tour guidebook (1600+ copies).
- Corporate recognition on christmasjoy.ca with a link to your company's website.
- A formal presentation of donation at the exclusive pre-tour reception, if desired.
- 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 Christmas JOY Home Tour.
- Four (4) complimentary tickets for the exclusive VIP Pre-Tour.

*Please send us your ad by: Friday, July 6, 2018

Edu-Kitchen - Our Edu-Kitchen program provides cooking and nutritional skills-building opportunities for individuals. Individuals come and cook together, then take home a delicious meal to share with friends and family.

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.

MAP SPONSOR

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

- A full-page colour advertisement on the home tour map (1600+ copies)*
- Corporate recognition on the inside front cover of the tour guidebook (1600+ copies).
- Corporate recognition on christmasjoy.ca with a link to your company's website.
- Recognition in media relations & social media.
- Two (2) complimentary tickets for the Christmas JOY Home Tour.

*Please send us your ad by: Friday, July 6, 2018

HOME SWEET HOME SPONSOR

Commitment Level: \$500 Number Available: 12

- Your company name on a 2' x 2' three-colour lawn sign prominently displayed at the tour home(s) you sponsor.
- A quarter-page colour advertisement in the home tour guidebook (1600+ copies)*.
- Corporate recognition on the inside front cover of the tour guidebook (1600+ copies).
- Corporate recognition on christmasjoy.ca with a link to your company's website.
- Recognition in media relations & social media.
- Two (2) complimentary tickets for the Christmas JOY Home Tour.

*Please send us your ad by: Friday, July 6, 2018

JOY-FILLED FRIENDS SPONSOR:

Commitment Level: \$150 Number Available: Unlimited

Individuals or businesses are welcome to sponsor the tour at this level and may sponsor more than one home. Businesses & individuals will be recognized by:

- A quarter page advertisement in the tour guidebook (1600+ copies)*.
- Individual or corporate recognition on christmasjoy.ca with a link to your company's website.
- Your name will be entered into a draw to win two (2) complimentary tickets for the Christmas JOY Home Tour**.

** The draw will only include participating Joy-Filled Friends Sponsors.

*Please send us your ad by: Friday, July 6, 2018

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 coordinated 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. 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:

- Full page (with bleed): 5.5" x 8.5" (please add an extra 0.125" bleed on all sides)
- Full page (no bleed): 4.5 x 7.5"
- 1/2 page: 4.5" x 3.65"
- 1/4 page: 2" x 3.5" (horizontal or vertical option) or 1/4 page banner: 4.5" x 1.75"

All ads should be sent in jpeg or pdf format at the size you are interested in obtaining with a resolution of 300 dpi. If you have any questions regarding ad specifications, please contact Kristen at operations@lakesidehopehouse.ca or 519-265-4299 ext. 27. Please refer to the next page for ad size/template options.

*Please send us your ad by: Friday, July 6, 2018

Thank you for your consideration!

We're available to work with each business on an individual basis to suit your interest and organization. Please take a moment to review this package and available opportunities.

To ensure your company receives appropriate and timely recognition, please confirm your participation along with your ad and payment by July 6, 2018 to Kristen at operations@lakesidehopehouse.ca or 519-265-4299 ext. 27.

If you have any further questions, please contact: Anitra Hofstee - Christmas JOY Home Tour Co-Chair
Phone: 519-831-7632 or Email: joy@lakesidehopehouse.ca

Ad Sizes/Templates

Please submit all ads in
a jpg or pdf format.
Deadline: July 6, 2018

1/4 page vertical ad
2" x 3.5"

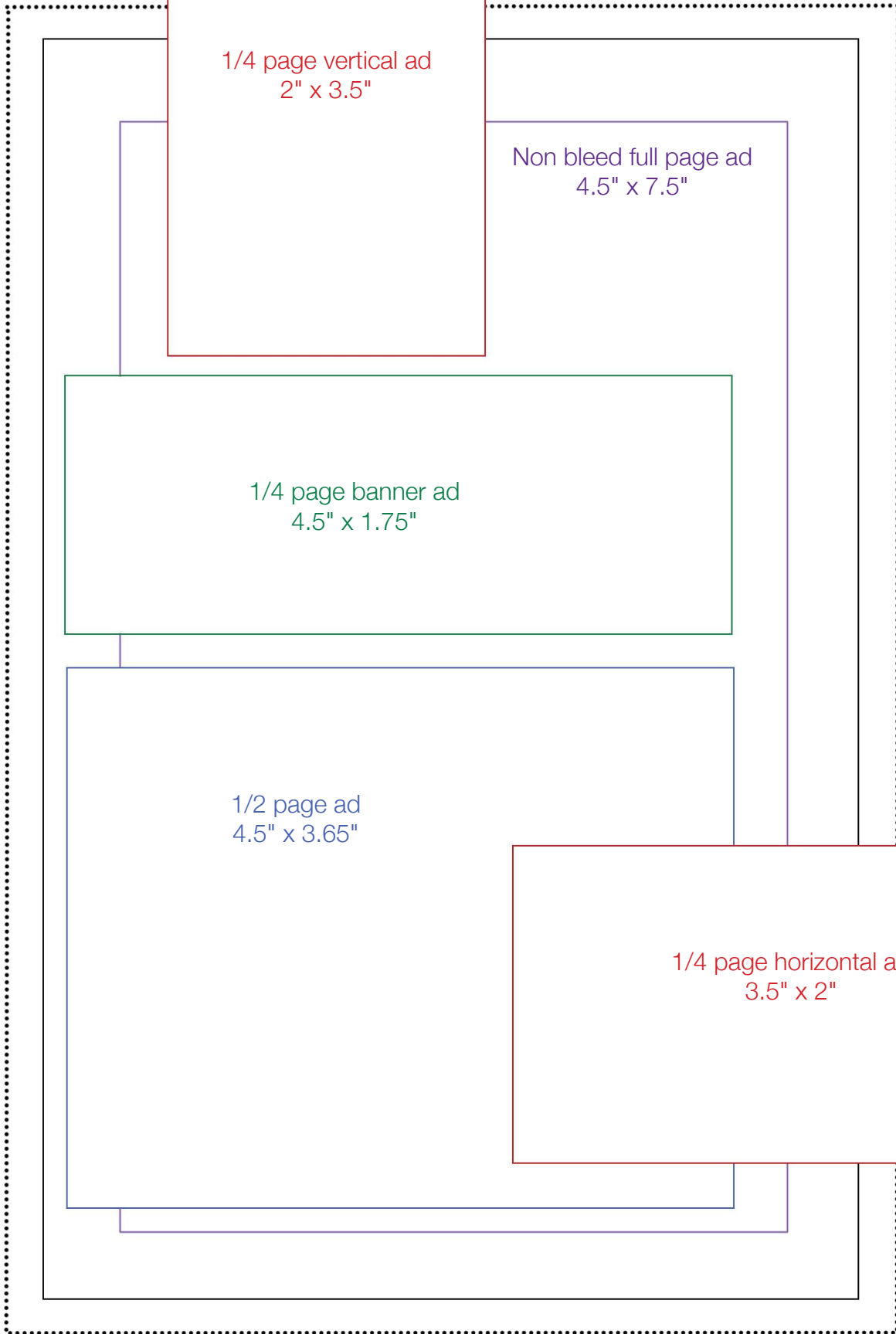
Non bleed full page ad
4.5" x 7.5"

Full page bleed ad
5.5" x 8.5" plus
bleed
(please allow/add
an extra 0.25"
bleed on all sides)

1/4 page banner ad
4.5" x 1.75"

1/2 page ad
4.5" x 3.65"

1/4 page horizontal ad
3.5" x 2"



Sponsor Commitment Form

- Presenting Sponsors – \$6,000
- Exclusive Pre-Tour Champagne Reception Sponsor – \$5,000
- Print Sponsor – \$5,000
- Shoe Bag Sponsor – \$4,000 SOLD
- Map Sponsor – \$1,000
- Home Sweet Home Sponsor with 1/4 page ad – \$500
- Home Sweet Home Sponsor with upgrade 1/2 page ad – \$650
- Home Sweet Home Sponsor with upgrade full page ad – \$725
- Joy-Filled Friends Sponsor with 1/4 page ad – \$150
- Joy-Filled Friends Sponsor with upgrade 1/2 page ad – \$300
- Joy-Filled Friends Sponsor with upgrade full page ad – \$375

Please email payment information to Kristen at operations@lakesidehopehouse.ca

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

Name on Card _____

Card Number _____ Expiry _____

Signature _____