



Empty Bowls

Fundraiser for bethlehem  
housing and support services

Sponsorship Package

# What does Bethlehem Housing & Support Services do?

For 30 years Bethlehem Housing and Support Services has been turning lives around.

We are currently the only organization in Niagara offering supportive transitional and permanent housing for men, women and their children with a focus on families who are homeless or at risk of becoming homeless due to issues with poverty, physical disability, mental health, domestic violence and family breakdown.

After leaving a violent relationship and struggling with alcoholism, Valerie found herself homeless in 2014. During the cold winter months she decided she had enough and she looked to get help. She was introduced to Bethlehem Housing and Support Services, where her journey to recovery began.

Valerie was put in contact with support workers at Bethlehem and in July 2015 she had a place to call home at Bethlehem Place. Here she was able to talk about trauma, the disease of addictions and how to cope with both so that she can move forward in life. "Bethlehem assisted me in becoming more secure with my life and finding peace within myself."

The support from the workers at Bethlehem, along with their hard work and dedication, is why Valerie is at the place she is today. "Bethlehem Housing is here to support you and guide you towards a better life."

**VALERIE'S STORY**



# What is Empty Bowls?



Niagara's finest chefs prepare and serve their favourite soup in one-of-a-kind bowls created by local potters. Included as the perfect complement are Niagara wines, specialty beverages and delicious sweets. Each year the event is attended by over 400 guests with more than 20 different food and beverage vendors.

The event continues throughout the year as guests take their empty bowl home as a reminder of those who struggle to meet basic living needs and secure affordable housing throughout our community. Proceeds from our Empty Bowls signature fundraiser will provide targeted programs and support services to help women, men and families in our community to rebuild their lives.

During our 2016-2017 fiscal year:

- 104 households lived in our permanent supportive housing buildings, Kenmore and Gensis Court

- 49 families including 79 children lived in our transitional housing building, Bethlehem Place

- 132 individuals were homeless or at risk of becoming homeless

- 39% of the residents living at Bethlehem Place are survivors/victims of domestic violence

- 84% of those who moved out of supported housing transitioned to stable and secure housing

With your support, Bethlehem Housing can continue to provide affordable housing and support services in Niagara.

Together we are building a vibrant, caring and inclusive Niagara where everyone has a home.

# How can I become involved?

## **\$5,000 TITLE SPONSOR**

Deadline for this opportunity is October 15

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- Company logo prominently displayed on all marketing material. Including, but not limited to; the Postmedia ad in the St. Catharines Standard, Welland Tribune and Niagara Falls Review, 2day FM radio announcement, posters and promo cards as; "YOUR COMPANY proudly presents the 13th Annual Empty Bowls..."
- Full page ad on inside front panel of event program (approx. 5" x 8") which will be viewed by over 400 guests at Empty Bowls
- Organization logo in newsletter mailed to approximately 2000 households in Niagara
- Organization logo and website link on Bethlehem Housing website
- Recognition on social media pages and e-newsletters
- Honourable mention during event
- Organization logo on all tables and other event signage
- Representative from your organization can address the audience
- Representative from your organization can be a celebrity judge
- 8 VIP tickets (includes VIP Reception and event entry) - Valued at \$800



## **\$2,500 GOLD SPONSOR**

Deadline for this opportunity is November 10

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- Name and/or logo displayed on all marketing material. Including, but not limited to; the Postmedia ad in the St. Catharines Standard, Welland Tribune and Niagara Falls Review, posters and promo cards
- Half page ad in event program (approx. 4" x 5") viewed by over 400 guests
- Organization logo in newsletter mailed to approximately 2000 households in Niagara
- Organization logo and website link on Bethlehem Housing website
- Recognition on social media pages and e-newsletters
- Honourable mention during event
- Organization logo on tables and event signage
- 6 VIP tickets (includes VIP reception and event entry) - Valued at \$600

## **\$1,000 SILVER SPONSOR**

Deadline for this opportunity is December 30

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- Name and/or logo displayed on all marketing material. Including, but not limited to; the Postmedia ad in the St. Catharines Standard, Welland Tribune and Niagara Falls Review, posters and promo cards
- Quarter page ad in event program (approx. 2.5" x 4") viewed by over 400 guests
- Organization logo and website link on Bethlehem Housing website
- Recognition on social media pages and e-newsletters
- Honourable mention during event
- 4 General Admission event tickets - Valued at \$340

## **\$500 BRONZE SPONSOR**

Deadline for this opportunity is December 30

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- Ad in event program (approx. 2.5" x 2.5") viewed by over 400 guests
- Organization logo and website link on Bethlehem Housing website
- Recognition on social media pages and e-newsletters
- 2 General Admission event tickets - Valued at \$170

## **\$250 FRIENDS SPONSOR**

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- Organization logo in event program viewed by over 400 guests
- Organization logo and website link on Bethlehem Housing website
- Recognition on social media pages and e-newsletters





In 2015, Krystyn turned to Bethlehem Housing and Support Services for help. She was determined to move forward in her life, especially for her sons.

During her time at Bethlehem Place she attended many of the Early Learning Centre activities and field trips with her children. She also attended the life skills classes and joined both the relationships and co-dependency support groups. "I did everything I possibly could. I really grew up at Bethlehem Place."

For Krystyn, her life finally feels normal. "Because of Bethlehem I actually enjoy waking up every day." She loves to be with her children and enjoys everyday moments, such as getting her sons ready for school, doing homework together, and reading bedtime stories. Krystyn wants everyone to know, "No matter what has happened in the past, you can have a great future as long as you put in the work and stick to what you believe."

#### **KRYSTYN'S STORY**

# Prize Donations

We are also seeking donations for our prize tables. Each year, we raise over \$4,000 from guests participating in these fun activities!

## SILENT AUCTION

Merchandise and/or services for the silent auction table to be packaged together for exciting prizes that will be bid on from event participants throughout the evening.

## MYSTERY SOUP CAN RAFFLE

Multiple gift cards and prizes with values ranging from \$10 - \$75. Each can will be a winner with 5-10 larger prizes to be drawn.

# In-Kind Donations

As with any fundraising event, our budget is quite small and any service donated in-kind would be greatly appreciated to help keep our expenses low.

Some of the donations we're looking for include:

- Décor
- Advertising
- Entertainment





## **ADMINISTRATION OFFICE**

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