

sponsorship package



Houselink and sip & Savour Ontario share an important core belief. Both organizations recognize that quality of life is a local issue. We believe we derive the greatest benefit when we look to our own people and resources, be it for homes and programs, or for wines or food.

sip & Savour Ontario is dedicated to bringing education, support and accessibility of Ontario's local wine, culinary and agricultural industries to the public.

Houselink is dedicated to providing homes, building communities and providing local opportunities to people on the journey of recovery from mental illness.

www.sipandsavourontario.ca
www.houselink.on.ca



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about sip & savour ontario

sip & Savour Ontario was launched six years ago by Forefront Communications and Tony Aspler, Canada's most acclaimed wine writer, to publicly showcase award-winning VQA wines, and demonstrate to consumers the benefits of supporting the wine industry in their own province.

sip & Savour Ontario has grown in size and stature over the years bringing the finest Ontario VQA wine and local food together, and is an evening of celebration of award-winning VQA wine, paired with market fresh Ontario food. Joined by exceptional Ontario chefs, this event exposes Ontario restaurants, chefs, local food and VQA wine to the public.

about houselink

Houselink owns 22 properties (buildings and houses) across Toronto. It also manages over 100 units through partnerships with private market landlords. In its 34 years of operation, Houselink has housed more than 2,000 people, served more than 40,000 meals and helped hundreds of individuals learn the skills necessary to find meaningful work.

Currently we provide permanent homes to over 460 people, including both single adults and families with children. We offer a comprehensive mix of supports to each person:

- Informal counseling as well as crisis support.
- Provides life skills training such as budgeting, cooking and shopping.
- Access to recreational and social programs and nutritious food through our Food Program.
- Jobs, training and employment support for over 100 people with mental illness.
- Extra-curricular activities, sports, tutoring and summer camps available to children living in Houselink.



why sponsor sip & Savour Ontario and Houselink?

- 450+ consumers actively attend sip & Savour Ontario
- 35+ wineries, their principals, winemakers and the best VQA wines will be at your fingertips
- 10,000+ households across Ontario will be reached with at home mailings/e-campaigns
- 100,000 consumers reached through advertising campaigns and related media
- Alignment and access to premium, brand loyal consumers
- Association with a market leading, well established brand
- The ability to structure your sponsorship package to communicate effectively with your target market
- Supporting the Ontario community and taking the steps to build positive brand awareness for your organization
- Encouraging business within our borders
- Supporting Ontario agriculture, entrepreneurial ventures and a growing wine industry
- Mentions in all printed advertising materials
- On-line mentions and links to your website
- Targeted mailings to our community
- Participation in, and at, the event if requested
- Connect to over 1,000 attendees of Houselink's previous signature event: Double Exposure hosted by Carole Tanenbaum and the Stephen Bulger Gallery
- Be at the forefront of a social issue that is becoming increasingly a public health issue, as 1 in every 5 people in Canada face a mental illness

But most of all, sip & Savour Ontario connects you with the consumer you want to reach:

...the affluent, educated homeowner who has money to spend on the finer things in life.

PLUS, THE KNOWLEDGE THAT YOU ARE PARTICIPATING IN AND SUPPORTING OUR ONTARIO ECONOMY AND EXPRESSING YOUR CORPORATE SOCIAL RESPONSIBILITY!



sponsorship

Our sponsorship partners are positioned front and centre within a highly publicized and well attended sip & Savour Ontario program. A multitude of sponsorship opportunities are made available for our partners to promote their brand, product or services to Ontario's wine-buying public and industry professionals. Our marketing team works closely with individual sponsors, ensuring their message is presented effectively throughout the program. Our team maximizes your sponsorship package, within your level of sponsorship, to suit your marketing requirements.

sip & Savour Ontario partners are well exposed within our advertising materials, which are presented extensively via radio, printed materials, tickets, brochures, as well as banners, e-blasts and press releases.

regular contributing sponsors

Platinum Sponsors

680News
Vintage Hotels

Silver Sponsors

ASL Print FX
Crush Wine Bar
Dairy Farmers of Canada
Grape Growers of Ontario
LCBO
Niagara Airbus
The Ontario Wine Society
The Wine Establishment
VIA Rail Canada
Bullfrog Power
Luxor Realty Inc.
Q water

Gold Sponsors

Allen's
NOW Magazine
VINES Magazine
Wine Country Ontario

Bronze Sponsors

The Stonemill Bakehouse Ltd.

Bronze \$1,500	Silver \$3,000	Gold \$6,000	Platinum \$12,000
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sponsorship opportunities

BRONZE SPONSOR INVESTMENT \$1,500

- Corporate website link from the sip & Savour Ontario and Houselink websites \$750
- Acknowledgement in Houselink's Annual Report \$200
- Exposure in a minimum of one (1) Houselink E-newsletter update \$200
- Corporate name exposure in Event Tasting Booklet \$500
- Corporate name exposure at sip & Savour Ontario \$1,000
- Two tickets to sip & Savour Ontario \$160

PACKAGE VALUED AT \$2,810

SILVER SPONSOR INVESTMENT \$3,000 ~ BENEFITS INCLUDE ALL OF THE ABOVE PLUS...

- Corporate logo exposure in all communications, major advertising, multimedia displays, and feature areas at sip & Savour Ontario \$4,000
- Corporate logo exposure in two evites reaching more than 10,000 consumers \$2,000
- Corporate logo exposure in Event Tasting Booklet \$500
- Exposure in an additional two (total of 3) Houselink E-newsletter updates \$400
- Two additional tickets to sip & Savour Ontario, including VIP reception (4 Tickets Total) \$160

PACKAGE VALUED AT \$9,870

Bronze \$1,500	Silver \$3,000	Gold \$6,000	Platinum \$12,000
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sponsorship opportunities continued...

GOLD SPONSOR INVESTMENT \$6,000 ~ BENEFITS INCLUDE ALL OF THE ABOVE PLUS...

- An opportunity to demonstrate or provide samples of your products at sip & Savour Ontario reaching more than 450 consumers \$500
- Exposure in an additional two (total of 5) Houselink E-newsletter updates \$400
- Half page colour advertisement in event tasting booklet and event website \$1,000
- Two additional tickets to sip & Savour Ontario, including VIP reception (6 Tickets Total) \$160
- A private and intimate Ontario wine country tour and exclusive tasting hosted by Tony Aspler and reserved for four of your corporate guests in the fall of 2011 \$4,000

PACKAGE VALUED AT \$15,930

PLATINUM SPONSOR INVESTMENT \$12,000 ~ BENEFITS INCLUDE ALL OF THE ABOVE PLUS...

- Two additional tickets to sip & Savour Ontario, including VIP reception (8 Tickets Total) \$160
- Two additional invitations to be part of the private and intimate Ontario wine country tour and exclusive tasting hosted by Tony Aspler taking place in the fall of 2011 \$2,000
- Full page colour (vs half page) advertisement in event tasting booklet and event website \$2,000
- Recognition at sip & Savour Ontario with prominent corporate logo placement on various signage \$1,000

PACKAGE VALUED AT \$20,090

* Platinum sponsorship can be individually structured to reflect the sponsor's business and promotional requirements.

Bronze \$1,500	Silver \$3,000	Gold \$6,000	Platinum \$12,000
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title sponsorship \$25,000

- Your logo incorporated into the sip & Savour Ontario and Houselink design and used in all promotional, advertising, multimedia displays and communications material *\$10,000*
- Web home page advertising banner and corporate website link from the sip & Savour Ontario and Houselink sites *\$3,000*
- Corporate logo exposure and link to your website in two evites reaching more than 10,000 consumers *\$2,000*
- Acknowledgement in Houselink's Annual Report *\$200*
- Exposure in all Houselink E-newsletter updates *\$1,000*
- Full page colour advertisement on inside front cover of event tasting booklet *\$2,500*
- Recognition at sip & Savour Ontario with prominent corporate logo placement through on-screen display and signage *\$2,500*
- Accommodations for six guests (three deluxe rooms) for the evening of the sip & Savour Ontario event at either the Pantages or Cosmopolitan Hotel, with limousine service to and from the event *\$1,750*
- Experience and share an exclusive five-course meal with 10 of your guests, hosted by Tony Aspler. Dinner will feature award-winning wines and winemakers from the 2011 Ontario Wine Awards. Each wine will be featured and paired with one of the courses. Location and date of the dinner will take place at a mutually beneficial time and place. *\$10,000*
- A private and intimate Ontario wine country tour and exclusive tasting hosted and tutored by Tony Aspler, Canada's most acclaimed wine writer, and reserved for eight of your corporate guests in the fall of 2011 *\$8,000*
- 12 Tickets to sip & Savour Ontario, including VIP reception *\$960*
- An opportunity to demonstrate or provide samples of your products at sip & Savour Ontario reaching more than 450 consumers *\$500*
- A customized wine tasting event, hosted by Tony Aspler, for 25 business associates or key clients, to be scheduled after sip & Savour Ontario at a mutually beneficial time *\$12,500*

PACKAGE VALUED AT \$54,910

*Title sponsorship can be individually structured to reflect the sponsor's business and promotional requirements.

Title \$25,000



past press coverage received

Printed Publications: Ads/Write-Ups

- VINES Magazine
 - Ads promoting the event
- The Distillery Historic District
 - Event guide
- Wine Access Magazine
 - Double page ad
- NOW Magazine
 - Full page colour ad
- Ontario Tourism
 - Distinctive Getaways brochure
- Niagara New Vintage Festival
 - Ad in their brochure
- VINTAGES Release
 - Two consecutive ads
- LCBO Food & Drink Magazine

Write-Ups: On-Line Listings

- The Grape Guy
- 680News
- Canadian Wine Guy
- www.iyellowwineclub.com
- ontariowinereview.com
- WineryToHome
- LocalWineEvents.com
- www.tasteto.com
- www.tonyaspler.com
- Wine Access First In Line
- NOW Magazine



sip & savour ontario overview

sip & Savour Ontario, in support of Houselink
October 19, 2011 - Steam Whistle Brewing, Toronto
7:30 pm to 10:00 pm (VIP hour from 6:30 to 7:30)

Held as an opportunity for the public to sample Ontario's award-winning wines first-hand, this event attracts more than 450 Toronto wine lovers to experience the best wines that Ontario has to offer and have the opportunity to meet the award-winning winery principals.

Culinary pairings created by a collection of Ontario Chefs showcase the finest regional cuisine, alongside award-winning VQA vintages from more than 30 wineries.

With live culinary demonstrations and interactive chef chats, this is a true celebration of local wine, food and entertainment geared towards producers, chefs and passionate consumers alike.

A portion of ticket sales, along with all silent auction proceeds and individual donations, will go directly to help support Houselink.





what's ahead

Our mission is to continue our efforts in holding sip & Savour Ontario as an annual event, supporting Houselink in reaching their goals and increasing the exposure for Ontario VQA wines and Ontario produced and grown foods.

Our strength is in creating the best match – a bit like a perfect wine and food match, where both can demonstrate their strongest profile. We believe that creating a collaboration between Ontario VQA wine and local food will not only complement their mutually shared consumer base, but also draws much needed attention to the over-whelming wealth of quality products grown and produced here in Ontario.

With immense support from participating wineries, various local wine media, Wine Country Ontario, Grape Growers of Ontario, VQA, LCBO, farmers associations, chefs and hotels, we feel the addition of several significant key sponsors would be the catalyst needed to push sip & Savour Ontario and Houselink into a brighter spotlight.

Key sponsors will receive extensive exposure by being included in all promotional, advertising and marketing initiatives. Depending on your level of sponsorship, clientele, potential partners and executives will be treated to exclusive tours of Ontario's wine regions, and other negotiable initiatives. While the overall impact of such a sponsorship can be very broad, the planning and implementation will be completely tailored to meet the needs and marketing requirements of the sponsor.

Join us in our mission to assist Houselink in providing new opportunities for individuals and families living with the impact of chronic mental illness and poverty, and continue the enjoyment and support of Ontario's finest foods and VQA wines for years to come!



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