

United Way BC's 2023 South Okanagan Drive-Thru Breakfast

Sponsorship Opportunities



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

Here. For each other.



11th Annual United Way South Okanagan Drive-Thru Breakfast

United Way BC's Drive Thru-Breakfast is a beloved annual community event that brings organizations and caring individuals together from across the South Okanagan to help people in need in our local community.

Our 2023 event will welcome hundreds of cars through the driveway of the Penticton Lakeside Resort during the morning hours of Thursday, March 2. Drive-Thru guests who donate will be greeted with coffee, goodies and giveaways, provided by sponsors, on their way to picking up their breakfast bags. Some guests will also drive away with one of many exciting prizes found in the bags. Over 1,000 breakfast bags are expected to be distributed.

Thanks to the generosity of organizations like you, the Drive-Thru Breakfast raised nearly \$26,000 last year for United Way supported programs that help strengthen vital connections for vulnerable seniors, kids and families across the South Okanagan. But we know we can do better! Our goal in 2023 is to raise more funds and engage with more local residents, all in hopes of improving more local lives right here in the South Okanagan.

Join us as a sponsor to help ensure everyone in our community has access to the support they need now and in the future.



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Every dollar raised here, stays here.

Show your local love.

No one should have to decide between food and rent, and yet, a recent study shows that one in six Canadians live in a household facing a food shortage. With rising costs of food, gas, and accommodations in conjunction with supply chain issues, and the ongoing impacts from fires, floods and the pandemic, people turn to local community organizations to meet their nutritional needs. People living in rural, remote and Indigenous communities face even greater challenges, as getting access to healthy, nutritious food often involves a long drive, boat ride or flight.

The Food Infrastructure Grant program, a working partnership between United Way BC and the Ministry of Health, helps improve the year-round, long-term purchase, storage and distribution of fresh culturally appropriate, and other foods to enhance health and community well-being. The program works with rural, remote and Indigenous communities, like the Penticton and Lower Similkameen Indian bands, to address the specific needs of local communities facing increased food insecurity.

Your support of this year's Drive-Thru Breakfast will help fund local United Way initiatives, like the Food Infrastructure Grant and other local programs, that help ensure all residents from Summerland and Penticton to Princeton and Osoyoos, can get the nourishing food they need - building stronger, healthier communities.

Join us in improving local lives.

Secure your position today as a sponsor of this year's Drive-Thru Breakfast.



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Build your brand with us.

The Drive-Thru Breakfast offers sponsors like you the opportunity to build brand awareness and engage with community in unique and creative ways prior to, during and post event. Event promotion will include United Way BC, local media and sponsor coverage. Connect with your customers and our local community as a sponsor starting this January and continue with on-site activations day of the Drive-Thru Breakfast.

Pre-event:

Public pre-promotion:	January 26 – March 1, 2023
Breakfast pre-sale live:	February 2 – March 1, 2023
Volunteer bag stuffing:	March 1, 2023

Day of agenda – March 2, 2023

5:00 – 6:30am:	Drive-Thru set up
6:30 – 9:00am:	Drive Thru opens to the public
9:00am:	Event ends
9:00 – 10:00am:	Event tear down and clean up

Event goals:

Fundraising:	\$40,000
Breakfasts sold:	1,000

Suggested donation for each breakfast bag: \$20.

All proceeds help strengthen vital connections for people in need throughout the South Okanagan through local United Way programs.



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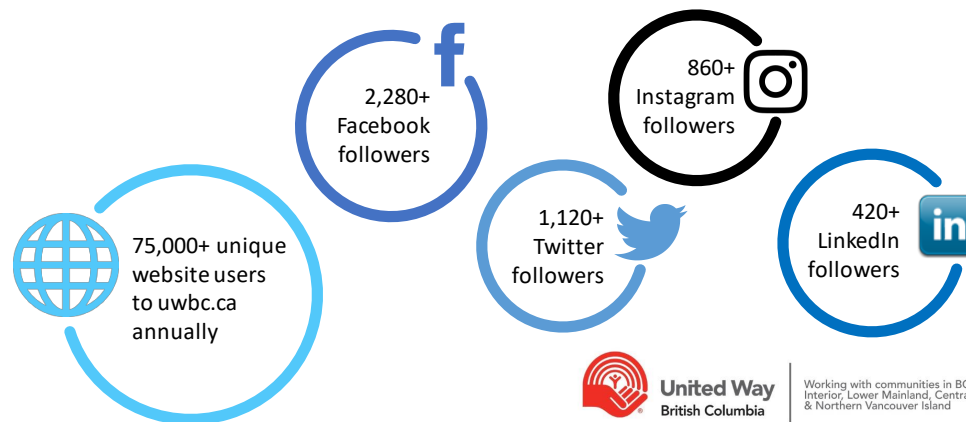
Engage with our audience.

The Drive-Thru Breakfast has established a loyal base of supporters and partners across the South Okanagan over the last two decades. In addition, United Way BC has its own committed base of donors, non-profit organizations, unions and businesses that annually support its work across the Okanagan region.

United Way BC will use all available digital promotional channels across our Southern Interior region, which includes the Okanagan, Columbia, Shuswap, Similkameen Trail and District, and East Kootenays, to highlight and recognize sponsors in the weeks leading up to the Drive-Thru Breakfast event.



United Way BC – Southern Interior region digital audience:



Customize your sponsorship.

We're offering our Feature Sponsors the opportunity to customize their positioning with our Drive-Thru Breakfast audience. By confirming your support at a Feature Sponsor investment level, we'll provide you with all the benefits offered to our Feature Sponsors (see below) **PLUS** additional customized opportunities created just for you.

FEATURE SPONSOR LEVEL: Investment - \$5,000

- Opportunity to customize your sponsor positioning and qualify for added customized benefits beyond what's listed below
- Logo & positioning on uwbc.ca's event page including a feature mention within blog posting, post event
- UWBC social media channel recognition:
 - Twitter (5), Facebook (3), Instagram (2), LinkedIn (2)
- Logo & positioning within promotion:
 - Event poster
 - Media print ad (pre & post event)
- Event day recognition to include:
 - Branded tent or display area on-site opportunity
 - Display of one branded pull up banner on-site
 - Logo & positioning on the breakfast bag flyer insert
 - Item inclusion within breakfast bags (coupon, gift or prize)
- Five (5) complimentary breakfast bags
- Employee volunteer opportunities on-site

Examples of customized positionings may include:

- Volunteer Sponsor
- Breakfast bag (adult) Sponsor
- Breakfast bag (kids) Sponsor
- Retail Sponsor
- Contest or quiz sponsors

Additional benefits could include profile on breakfast bags or t-shirts, special web or advertising features, on-site or post-event activations, or opportunities to drive people to your retail or on-line sites.

We'll work with you to develop a positioning and benefits package that works for you and your business objectives.



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More ways to sponsor.

The Drive-Thru Breakfast offers a variety of additional sponsor positions for businesses like you to choose from:

COMMUNITY SPONSOR LEVEL: Investment - \$2,500

- Logo & positioning on uwbc.ca's event page including a mention within a blog posting, post event
- UWBC social media channel recognition:
 - Twitter (3), Facebook (2)
- Logo & positioning within promotion:
 - Event poster & media print ad (post event)
- Event day recognition to include:
 - Logo & positioning on the breakfast bag flyer insert
 - Branded tent or display area on-site opportunity (limited)
 - Display of one branded pull up banner on-site
 - Item inclusion within breakfast bags (coupon, gift or prize)
- Three (3) complimentary breakfast bags
- Employee volunteer opportunities on-site

*If sponsorship is not for you, join our **Community Champions Circle** by making a corporate donation to UWBC by February 24, 2023 in support of the Drive-Thru Breakfast.*

Donations of \$100 or more will receive:

- Name recognition on uwbc.ca's event page
- A tax receipt

SUPPORTING SPONSOR LEVEL: Investment - \$1,000

- Logo & positioning on uwbc.ca's event page
- UWBC social media channel recognition:
 - Twitter (2)
- Name & positioning within promotion:
 - Media print ad (post event)
- Event day recognition to include:
 - Name & positioning on the breakfast bag flyer insert
 - Item inclusion within breakfast bags (coupon, gift or prize)
- Two (2) complimentary breakfast bags
- Employee volunteer opportunities on-site

BREAKFAST CONTRIBUTORS: Investment – In-kind bag item or prize*

** Min. 1,000 bag items or a quality prize(s). Bag items must align with the theme and quality of bags being promoted publicly.*

- Logo & positioning on uwbc.ca's event page
- Event day recognition to include:
 - Name & positioning on the breakfast bag flyer insert
 - Item/prize inclusion within breakfast bags



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Let's Talk!

We're excited to hear about your goals and how we can help you achieve them.



Get in touch and let's talk about ways we can work together:

Ursula Eggers
Resource Development Associate
United Way British Columbia
Ursulae@uwbc.ca
250.860.2356



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