

EVENT SPONSORSHIP PACKAGE MAY & AUGUST PLANT SALES



I VALUE AND SUPPORT THEIR MISSION TO PROVIDE ACCESSIBLE EDUCATION ABOUT SOIL HEALTH, FOOD SUSTAINABILITY AND LAND STEWARDSHIP

-Martyrna, CEC Member

Why Become a Sponsor?



**OF CANADIANS
AGED 55 AND OVER
ARE HOME GARDENERS**



**THOUSAND PEOPLE
IN THIS AGE RANGE
IN VICTORIA**

Located in a prime food-growing region, many residents in Greater Victoria are eager gardeners who specifically seek out the unique organic varieties offered at Compost Education Centre events.

The CEC is a not-for-profit organization with a longstanding positive reputation in the community as an educational hub for children, youth, and adults. Over the last 30 years we have provided low-barrier gardening, composting, and ecological stewardship programming to hundreds of thousands of people in the Greater Victoria area!

By supporting this event you can expect to:

- Align your business with our cause and positive local reputation
- Reach a new audience via the CEC and by extension Greater Victoria's non-profit network of food organizations, farmers, gardeners, and more
- Boost brand awareness as a socially and environmentally conscious community ally

CEC COMMUNITY SUPPORT & SPONSORSHIP OPPORTUNITIES

www.compost.bc.ca | (250) 386-9676 | office@compost.bc.ca

Our Reach

- 6k+ followers on IG/FB for a total of 15k+ social media impressions monthly
 - Monthly email newsletter with 2300 subscribers and a 33% open rate and a 50% open rate
 - Event promotion via local media, postering, community bulletins and shared by our plant sale vendors on their own channels
-

SPONSORSHIP TIERS

THE WHEELBARROW \$2000 ONE EVENT / \$3000 BOTH EVENTS

Do some heavy lifting! Reach a large audience and boost local brand awareness as a socially & environmentally conscious community ally.

- Maximum brand exposure: logo displayed large on all event materials
- 'Plant Sale sponsored by [your organization]' on all event materials
- Featured sponsor highlight in our email newsletter
- Featured sponsor highlight on the CEC website
- Banner displayed at plant sale (provided by sponsor)
- Host a booth at the event!
- Add a private workshop for your team for \$150

THE SPRINGTAIL \$750 ONE EVENT / \$1200 BOTH EVENTS

Dig into a new audience! Boost local brand awareness as a socially & environmentally conscious community ally.

- Logo on bottom of official event poster
- Logo on event handbill
- Sponsor name thank you on CEC website, email newsletter, 2x Social posts
- Add a private workshop for your team for \$150

THE BUMBLEBEE \$250 FOR ONE EVENT / \$400 FOR BOTH EVENTS

Help your neighbours bloom! Invest in the community by supporting the CEC's educational programming.

- Sponsor name thank you on CEC website, email newsletter, Social post
- Add a private workshop for your team for \$150

THE BUD IN-KIND DONATION

Support the events through an alternative offering! We welcome in-kind donations such as items/gift card for event raffles, media promotion of events, volunteering at events for set up, or photographer/videographer

- Sponsor name thank-you in email newsletter
 - Verbal thank you during raffle at event
 - Add a private workshop for your team for \$150
-

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SPRING EVENT SPONSOR LOGO PLACEMENTS

HOSTED BY THE COMPOST EDUCATION CENTRE

PLANT SALE & CELEBRATION

KINDLY SPONSORED BY [LEAD SPONSOR NAME]

MAY 11 **10-2PM**



LOCAL FARMERS

**PEDAL-POWERED!
LIVE MUSIC**

**11:00-11:45
PARENT-CHILD WORKSHOP**

IN HAEGERT PARK!

RAFFLE PRIZES

LEAD SPONSOR LOGO

**PERFECT FOR YOUR SUMMER GARDEN
ORGANIC VEGGIE PLANT SEEDLINGS**

Entry by donation*
*No one turned away for lack of funds. Proceeds to support Compost Education Centre Child & Youth Programming.

Additional sponsors:



1202 YUKON ST, FERNWOOD

250-386-WORM (9676) | www.compost.bc.ca |   @viccomposted

Wheelbarrow name placement

Wheelbarrow logo placement

Springtail logo placement

SUMMER EVENT SPONSOR LOGO PLACEMENT

HOSTED BY THE COMPOST EDUCATION CENTRE

PLANT SALE & CELEBRATION

KINDLY SPONSORED BY [LEAD SPONSOR NAME]

AUG 10  **10-1PM**

 **IN HAEGERT PARK!**

LOCAL FARMERS

RAFFLE PRIZES

LEAD SPONSOR LOGO

**PEDAL-POWERED!
LIVE MUSIC**

ORGANIC VEGGIE PLANT SEEDLINGS

PERFECT FOR YOUR OVERWINTERING GARDEN

11:00-11:45 PARENT-CHILD WORKSHOP

Entry by donation*
*No one turned away for lack of funds. Proceeds to support Compost Education Centre Child & Youth Programming.

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SOCIAL MEDIA PROMOTION SPONSOR LOGO PLACEMENT



Wheelbarrow name & logo placement



Wheelbarrow name & logo placement



PAST PLANT SALES!

