

APRIL
AVRIL

21



A TASTE
FOR LIFE

*Hope Made
Delicious*

*Le délice de
l'espoir*

SPONSORSHIP INFORMATION



**POZITIVE
PATHWAYS**
COMMUNITY SERVICES

www.aTasteForLife.org



**POZITIVE
PATHWAYS**



**A TASTE
FOR LIFE**

Thank you for your interest in Pozitive Pathways annual A Taste for Life event!

#DineIntoHelpOut

We are thrilled you would consider joining us for our 2021 A Taste for Life (ATFL) event. This year due to COVID 19 Pozitive Pathways (PPCS) is doing things a little different.

We are bring all of our community together to support our COVID 19 relief fund to continue our programming for community members living with, at risk of, or affected by HIV or HCV!

How it works:

- Local community sponsors (like you!) partner with participating restaurants!
- Pozitive Pathways Community Services promotes sponsor and restaurant partnerships, encouraging the community to order from restaurants & check out sponsors
- Restaurants distribute ATFL cards containing a unique code for that restaurant & sponsor to all patrons who come in during the months of March and April.
- Patrons use that code to make a direct donation to PPCS online
- Local community sponsors are partnered with restaurants and match any donation made by using that restaurant's unique code from April 21-May 1

www.aTasteForLife.org

ABOUT US

Positive Pathways Community Services (PPCS)

Positive Pathways is a leader in providing client advocacy and innovative quality services for people living with, affected by, or at-risk of HIV, Hepatitis C and other sexually transmitted blood borne infections (STBBIs). Since 1988, PPCS has evolved to address the emerging needs of our community. Our committed volunteers, peers, board and staff work very hard to offer in-reach and outreach services through both our Support Service and Needle Syringe programs. We also deliver educational presentations, workshops and or training to community members and service providers working with populations that are most vulnerable to HIV and or HCV.

About “A Taste For Life”

A Taste for Life started in Ottawa in 1999 in support of Bruce House and the Snowy Owl AIDS Foundation. Since then Taste has been joined by over 25 communities from Hamilton to Saskatoon, Toronto to Sudbury, London to Calgary. It has been successful in engaging with hundreds of restaurants and thousands of diners every year. PPCS will be joining other Canadian communities and hosting our fourth A Taste for Life on Wednesday, April 21st. A Taste for Life is also promoted nationally, including celebrities to be announced.

www.atasteforlife.org

When is A Taste For Life this year?

This year PPCS will be hosting A Taste for Life and collecting donations from:

**** April 21 to May 21 ****

How does A Taste For Life work?

Restaurants will promote A Taste for Life to patrons, distributing cards with a unique restaurant code patrons can use to make donations directly on our website.

Sponsors will partner with participating restaurants to match donations!

WHY GET INVOLVED

A High Visibility Event

- 10+ restaurants in Windsor-Essex and Chatham Over 500 people attended in 2019!
- Strong media engagement Dynamic & Diverse Social Media

National Presence

- Ottawa-led national event (visit atasteforlife.org) with 20+ participating communities & growing!
- National Celebrity Spokespersons

Local Impact

- Vital support to the Pozitive Pathways Community Services
- 100% of funds raised support our COVID 19 relief fund!
- Committed and dedicated volunteers, restaurants, and diners
- Unique, anticipated, and popular event
- SROI community investment in elevated brand image
- Charitable donation receipt

Get involved!

Contact: Starr Meloche
community@pozitivepathways.com
519-973-0222 ext. 112

2020 A TASTE FOR LIFE

WOW!!!

Our 4th year of A Taste for Life was special!

Despite limitations due to the COVID 19 Pandemic we gathered together while staying apart.

- Monthly online community events all spring!
- Live music performances, food demonstrations, film screenings, and game nights
- 8 participating restaurants & food businesses
- Hundreds of diners and event participants
- Engaging and dynamic social media, increasing engagement for both Pozitive Pathways & participating restaurants/vendors!



SPONSORSHIP LEVELS

Tasty Sponsor! \$150+

- **Partnership featured with 1 participating restaurant**
- Logo and Company recognition on all promotional material (digital and print)
- Company recognition as Sponsor in press kit
- Company logo with a link to Sponsor's website on aTasteforLife.org in the Windsor section & pozitiveways.com
- 3 tagged social media posts on three platforms + 1 story on Facebook and Instagram (11 total)
- Invitation to participate in video campaign
- Logo in final A Taste for Life video
- A full charitable tax receipt for the amount donated

Yummy Sponsor! \$500+

- **Partnership featured with 2-3 participating restaurants**
- Company logo on promotional material produced for the event (digital and printed)
- Company recognition as Community Sponsor on all media marketing
- Large company logo with a link to Sponsor's website on aTasteforLife.org in the Windsor section & pozitiveways.com
- 6 tagged social media posts on three platforms + 1 story on Facebook and Instagram (20 total)
- Invitation to participate in video campaign
- Featured in final A Taste for Life Video
- Opportunity for on-site signage at participating parrestaurant
- A full charitable tax receipt for the amount donated

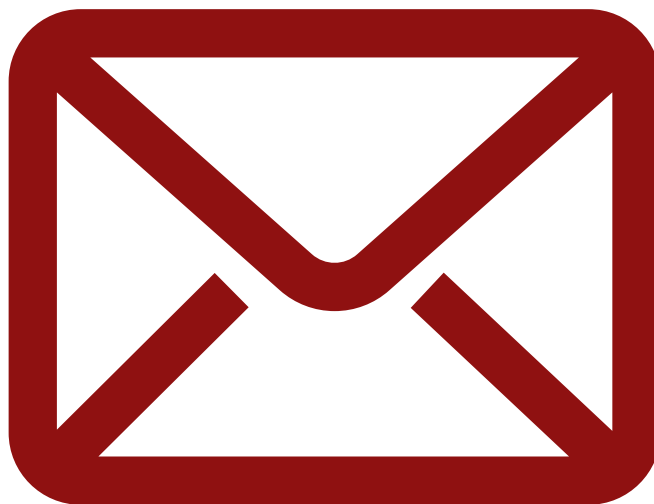
Delicious Sponsor! \$1000+

- **Featured Event Sponsor** ("Positive Pathways A Taste for Life - Sponsored by ____")
- **+ partnership with all participating sponsors**
- ***Everything included in "Yummy Sponsor" tier***
- 3 social media posts on Facebook, Instagram, and Twitter + 1 story on Facebook and Instagram for each participating restaurant (30+ posts total)
- Invitation to participate in video campaign
- Extended Feature in final A Taste for Life Video & Named in Title
- Opportunity for on-site signage at **each** participating restaurant
- Access to the PPCS Facebook.com/Taste's Facebook followers via shared posts for Sponsor's events/specials through the year
- A full charitable tax receipt for the amount donated

HOW TO GET INVOLVED?

**Contact Starr Meloche
Community & Volunteer Engagement Coordinator
Positive Pathways Community Services
community@positivepathways.com
(226) 975-5767**

**Or fill out the form, scan & email to:
community@positivepathways.com**



SPONSORSHIP CONTRACT

Contact Name: _____

Organization/ Company: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Package: Details of Agreement:

The Sponsor has agreed to donate up to \$_____ . _____ to
Poizitive Pathways Community Service's (PPCS) A TASTE FOR
LIFE event taking place from April 21st, 2021 to May 1st, 2021.

_____ (initials)

SPONSORSHIP CONTRACT

_____ (sponsor) agrees to match donations made to PPCS between April 21st, 2021 and May 1st, 2021 using the unique code given to sponsor. Sponsor agrees they will receive a calculated donation amount by May 7th, 2021 and will provide funds by May 31st, 2021. PPCS will provide a charitable tax receipt for the amount donated within 30 days of received funds.

Additional Items:

Upon signing this document, _____
(name)

from (organization/corporation) _____
acknowledges and understands the terms outlined in Pozitive Pathways Community Service's sponsorship contract. Dated this

_____ day of _____ 2021.



**POZITIVE
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THANK YOU



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COMMUNITY SERVICES



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