

YYC
**PIZZA
FEST**

Presented by
Calgary Meals on Wheels



Sponsorship Opportunities

Supporting local businesses and building stronger communities.

YYC Pizza Fest has been a staple Calgary Meals on Wheels event for ten years. The festival has grown bigger every year and we are projecting 2023 to be the biggest year yet! The audience this event appeals to ranges from adolescents to seniors who love to explore the city and sample unique and creative food offerings.

Become a sponsor and help us promote Calgary's vibrant food culture by supporting local businesses, all the while raising funds for a great cause.

Together, we will ensure that YYC Pizza Fest is a success.

The benefiting charity: Calgary Meals on Wheels

Calgary
**Meals
on Wheels**

Since 1965 Calgary Meals on Wheels has been providing nutritious, affordable meals to vulnerable members of our community. As food insecurity in the city grows, so does the demand for our service. In 2022 we locally made and delivered over 1 million meals for the first time in our history. In addition to the over 800 homes we deliver to daily, we also provide meals to children at 53 schools around the city. By fundraising we can keep our fees low so that even the most vulnerable Calgarians can access our nutritious meals.

Why Sponsor NYC Pizza Fest?

Pizza Fest is a two week-long friendly competition amongst some of Calgary's best restaurants, all in the name of raising money for Calgary Meals on Wheels. Our Fests engage people from all walks of life and cover all quadrants of our city, giving your business access to a wide audience of consumers.

This year, there are four unique sponsorship opportunities available.

SPONSORSHIP OPPORTUNITIES	TITLE (1)	PREMIER (2)	LEAD (5)	COMMUNITY
VALUE	\$10,000	\$5,000	\$2,000	\$500
Title Sponsor Recognition	☑			
Newsletter Recognition	☑	☑	☑	☑
Website Recognition	☑	☑	☑	
Linked Logo on Website	☑	☑	☑	☑
Social Media Recognition	☑	☑	☑	☑
Digital Badge for Company Website	☑	☑	☑	
Recognition on App	☑	☑	☑	☑
Logo on Marketing <small>*physical marketing materials subject to time constraints</small>	☑	☑	☑	
Exclusive email to our vendors about your organization	☑	☑		
Acknowledgement in media coverage (as available)	☑			

Our team will provide an in depth document outlining the differences between tiers upon the initiation of sponsorship conversations.

Audience Data

Last year, we:

- Had 60 local businesses participate
- Had over 1,600 votes come in via the custom website and app
- Interactive map was viewed over 20,000 times
- Engaged with thousands via social media
- Appeared in various media opportunities including print, radio and television

Positioned Pizza Fest as the go-to September event in Calgary

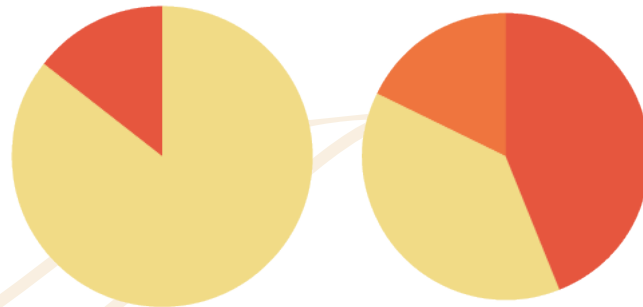
During the 2022 event, Pizza Fest gained 1,030 followers through Instagram alone. 23 posts and 268 stories were published during and leading up to the event, reaching 7,530 accounts.

Our website and map had 12,901 unique visitors between Sept 13th and Oct 12th, 124% more than in 2021. In total 14,794 visits to the website occurred, 132% more visits than in 2021.

Social media reach spans over 10,000 individuals during the event.

Social media followers:

85.7% Women
14.3% Men



40% ages 25-34
35% ages 35-44
16% aged 45+

Pizza Fest Goals in 2023

- 75 vendors
- Raise \$12,000 from pizzas sold donations
- Social media following of 5,000 between both Facebook and Instagram
- Multiple media appearances
- 3,000 votes for awards
- 30,000 map views