



Sponsorship Opportunities 2025



Start Me Up Niagara: 2025 Sponsorship Opportunities

As we look ahead to 2025, we are excited to offer a range of fundraising campaigns and community engagement events that will help sustain and expand our programs. These events not only provide crucial funding, but they also foster a sense of unity and support within our community. Your sponsorship will directly contribute to the success of these initiatives and help us achieve our mission of building self-sufficiency and resilience in the people we serve.

Sponsorship Opportunities

We offer a variety of sponsorship options to suit your business, from financial contributions to in-kind donations. Each event has specific financial sponsorship needs, and we are happy to discuss how your support can make a direct impact.

In-Kind Donations

In-kind donations of products and services are also greatly appreciated. Your company's contribution of goods or services for one or more of our events will provide essential support. In-kind donations may include:

- Food and beverages (e.g., post-event meals, snacks, drinks)
- Photography, multimedia, and printing services
- Security and first aid services
- Event swag (e.g., branded giveaways)
- Seeds, plants, straw, compost, strawberry plants (farm supplies)
- Gift cards or physical items for raffles and pull games
- Safety support vehicles for events

Recognition and Benefits

In recognition of your generous support, all sponsors (financial and in-kind) will receive various benefits depending on the value of their contribution. These may include:

- Social media posts expressing our gratitude for your support
- Your company's logo featured in the Start Me Up Niagara Annual General Meeting (AGM) calendar
- Business recognition in our newsletters, distributed to a wide audience
- Logo placement on the Start Me Up Niagara website
- Logo and recognition in event programs (where applicable)
- Signage at events
- Opportunities to provide event swag for attendees
- Public recognition through event photography and media coverage

We are open to discussions to customize a sponsorship opportunity that aligns with your business goals and values. Your partnership with Start Me Up Niagara through sponsorship is a powerful way to demonstrate your commitment to community care and social impact. We are dedicated to collaborating with you to ensure that your involvement is both meaningful and mutually beneficial for your organization.

Let's Make 2025 a Year of Impact Together

If you are interested in learning more about specific sponsorship opportunities or how your business can get involved, please reach out to us at 289-501-0263. Thank you for considering a partnership with Start Me Up Niagara as we continue to make a positive difference in our community.

Save the Date 2025

Feb. 8th

Niagara Ice Dogs Game

Join us at the game and participate in various intermission activities. Funds raised will support SMUN through the IceDogs' Coldest Night of the Year Team. Use Promo code CNOTY for discounted tickets.

Feb. 22nd

Coldest Night of the Year

Visit smun.ca to register, fundraise, and walk with us as we "change the tune" and make a difference for those in our community challenged by hurt, hunger, and homelessness.

Spring

Adopt a Row

Join us in fighting food insecurity and supporting sustainable agriculture by sponsoring a row in our garden.

July 3rd

Glow Ride

This family-friendly ride will be the highlight of the summer. Sanctioned by Ontario Cycling.

Fall

Celebration BBQ

We invite all our current and past donors, sponsors, and other community members to join us for a special celebration BBQ.

Fall

3rd Annual Stuff the Truck

Join our Start Me Up Niagara's Mobile Closet as we stuff the truck with essentials.

Oct. 18th

Mystery & Mimosas Gala

Come celebrate our 25th Anniversary with a murder mystery brunch.

Oct. 29th

2nd Annual Trunk or Treat

Come celebrate the community as we host a Trunk or Treat event for the children in our community.

Dec. 13th

NOTL Christmas Parade

Look for us at the parade! We'll be accepting donations of new and used winter hats and gloves.





Expand Your Reach with Start Me Up Niagara

Social Media Influence



Facebook: With over **5,500 followers** on our main page, and a further **5,000+ followers** across our program-specific pages, your sponsorship will be featured on platforms that actively engage local audiences.

Instagram: Our growing **3,000+ followers** connect with us daily through stories, posts, and updates, amplifying your brand's visibility.

Newsletters That Connect



Our new quarterly newsletters are distributed to **over 100 subscribers**, our newsletters keep supporters informed about our initiatives, events, and opportunities to get involved.

From Our Garden newsletter: This specialized newsletter focuses on sustainable gardening, local produce, and impactful stories, resonating deeply with eco-conscious supporters.

In-Person Engagement



Start Me Up Niagara's events, such as the Niagara's Mobile Closet event tour, Coldest Night of the Year Walk, and Trunk or Treat, all draw **hundreds of participants annually**. As a sponsor, your business will receive recognition at these high-profile events, ensuring your brand stands out in the community.

Partnering with Start Me Up Niagara is more than an investment in our programs—it's a powerful opportunity to connect with a broad and engaged audience across the Niagara Region. By aligning your business with our mission, your brand gains visibility and recognition among individuals, families, and community leaders who care about making a difference.

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Why Partner with Start Me Up Niagara?

When you sponsor one of our campaigns, you'll gain access to:

- **Diverse Audiences:** Engage with people of all ages and backgrounds, from community members passionate about giving back to local decision-makers.
- **Custom Recognition Opportunities:** Benefit from tailored promotional packages, including social media posts, logo placements, and mentions in our newsletters and event materials.
- **Authentic Alignment:** Build goodwill and loyalty by showing your dedication to supporting those facing poverty, food insecurity, compromised mental health and the challenges of being unhoused in the Niagara Region.
- **Exclusive Invitation to our Trunk or Treat:** An opportunity to bring your team, show your community spirit, decorate a vehicle or trunk to hand out candy and engage with the community.

With help from companies like yours, we are able to:

- Serve over 18,000 hot meals and snacks annually through our daily snack and weekend lunch program.
- Support over 1,500 visitors to our Resource Centre to access healthy food options, health care, community lunches, and art and recreation activities to alleviate social isolation.
- Distribute clothing to over 5,000 individuals through our Mobile Closet and Mini Closet programs
- Distribute over 2,500 hygiene kits.
- Harvest over 40,000 lbs. of produce from the 'From our Garden' program.
- Shared fresh produce with 17 community partners.
- Provide 186 bicycles to our community.
- Provide hundreds of warm winter gear at our outdoor, 24/7 'Winter Warmth and Care' clothesline, located on St. Paul Street.

Adopt a Row Sponsorship Levels

Our fundraising goal is \$10,000 for this growing season. The produce we grow on the 2 acre garden contributes to healthy meals and snacks for our Resource Centre participants and is shared with 17 local foodbanks and other social service agencies. From June to October, we run a pop up 'pay what you can' market, helping us to promote wellness and food security in our neighbourhood and making food accessible to individuals that might not otherwise be able to afford healthier food options. Through our Adopt a Row sponsorship, businesses help support many by providing funds that keep this garden running.



Campaign runs from April 1st to May 31st
Signs will be ordered and installed by June 15th

Agronomy Sponsors

Contribution Level: \$1,000 +

- Sign with company logo on two rows of plants
- Social media post of thanks
- Logo on SMUN website, newsletter, and AGM Calendar
- Story in an issue of the From Our Garden Newsletter (published monthly from May to October)
- Physical plaque of thanks to hang at your business
- Your business promoted at our pay-what-you-can market for the community to attend and purchase farm fresh produce

** Agronomy is a science that finds ways to grow crops more efficiently and profitably while protecting the environment.

Greenhouse Sponsors

Contribution Level: \$750 +

- Sign with company logo on one row of plants
- Social media post of thanks
- Logo on SMUN website, newsletter, and AGM Calendar
- Business recognition in an issue of the From Our Garden Newsletter (published monthly from May to October)
- Physical plaque of thanks to hang at your business

Seedling Sponsors

Contribution Level: \$500 +

- Sign with company logo on one row of plants
- Social media post of thanks
- Logo on SMUN website, newsletter, and AGM Calendar
- Business recognition in an issue of the From Our Garden Newsletter (published monthly from May to October)
- Digital plaque of thanks to showcase on your social media and website

Bedding Sponsors

Contribution Level: In Kind Donations

As an In-Kind Sponsor, your donation of products or services plays a crucial role in supporting the success of our event. In-kind contributions may include, but are not limited to, providing seeds, strawberry plants, straw, tools or other items from the farm wish list.

In recognition of your generous support, your business will receive recognition benefits based on the value of your contribution. For a detailed list of benefits, please refer to page 2.

The “From Our Garden” program plays a central role in ensuring food security by providing fresh produce to the community at no cost. It is a critical resource in addressing food insecurity within our community.

In 2024, the garden grew, harvested, and distributed 14,000 lbs of fresh produce on our 2-acre garden, located on donated land from the Vineland Research and Innovation Centre. Furthermore, we harvested and distributed an additional 28,000 lbs of fresh fruits and produce from the VRIC property. For over 14 years, this land has played a key role in supporting the Start Me Up Niagara Resource Centre and Kitchen Program. During the 2024 growing season, the produce distributed ranged from greens to staples like onions, potatoes, tomatoes, carrots, and beets, as well as highly sought-after fruits such as peaches, plums, nectarines, and apples. This food was delivered to 9 of the food banks in the Niagara Region who are Feed Niagara members, along with an additional 8 agencies, including women’s shelters, Salvation Army, Port Cares, and the Ozanam Centre, all at no cost. Additionally, we were able to provide children at a local school who were identified as food insecure with a hot, nutritious lunch every Friday, ensuring that fresh, healthy food reaches individuals and families in need.

Our goal in 2025 is to raise at least \$10,000 to support this year’s gardening season. With these funds, we aim to continue cultivating, harvesting and distributing fresh produce and fruits to support families and individuals facing food insecurity. Every harvest will directly benefit families and individuals. Our garden thrives because of the generosity of donations from our incredible supporters, and we are deeply grateful for their continued contributions that make all of this possible

How to participate:

Online: Click on the sponsor or donor option, <https://www.startmeupniagara.ca/site/adopt-a-row> payment can be made by credit card or debit visa. Please email your organization logo to media@startmeupniagara.ca

By Mail: Mail cheque to 203 Church Street, St. Catharines, ON L2R 3E8. Include Organization Name, Contact Person, Mailing Address, Phone # and Email. Please email your organization logo to media@startmeupniagara.ca.

For additional information or media inquiries, please contact:

Emily Fieguth

Fundraising Coordinator

289-501-0263 or 905-984-5310 ext. 102

efieguth@startmeupniagara.ca

Start Me Up Niagara

Resource Centre
Niagara’s Mobile Closet
Bike Me Up

203 Church St.
St. Catharines, Ontario
L2R3E8



Work Action Centre
Administration Offices

211 Church St.
St. Catharines, Ontario
L2R3E8

