



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 & Mimosa 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.

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.

Sanctioned by:



Glow Ride Sponsorship Levels

Our fundraising goal for this event is \$5,000. By sponsoring the glow ride, you are supporting our Bike Me Up program. Designed to provide affordable and sustainable transportation solutions, Bike Me Up helps individuals facing economic and social challenges gain independence and improve their quality of life. Through this innovative program, participants receive refurbished bicycles for the very low cost of \$40. This not only equips them with reliable transportation for work and daily needs and fosters a sense of empowerment and self-sufficiency, as well as keeping bikes out of the landfill.

**Event: Thursday, July 3rd, 2025 gather at 7 pm
at Russell Avenue Community Centre**

We will start at Russell Avenue Community Centre. The bike route will be a figure 8 with start, rest stop and finish all at the Community Centre. Medium speed ride with safety vehicles to lead and follow. This is the first Glow Ride Ontario Cycling has ever sanctioned. By sanctioning the event, it is part of their Ontario wide newsletter and invitation to all their members to attend.

All Rounder Sponsor

Contribution Level: \$1,000 +

- Start/Finish sign with logo and thank you for sponsorship
- Event day primary space for a tent and table to promote your business
- Social media post of thanks
- Recognition on SMUN website, newsletter, and AGM Calendar

Frame Sponsors

Contribution Level: \$750 +

- Route rest stop space for tent and table to promote your business
- Social media post of thanks
- Recognition on SMUN website, newsletter, and AGM Calendar

Spoke Sponsors

Contribution Level: \$500 +

- Social media post of thanks
- Recognition on SMUN website, newsletter, and AGM Calendar

Broom Wagon 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, photography, safety support vehicles, first aid, security, entertainment, SWAG for attendees.

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.



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



Charity # 89061-1715-RR001

Join Us in Making a Difference

Sponsorship with Start Me Up Niagara means more than visibility—it's about transforming lives and building a stronger Niagara. Together, we can achieve remarkable impact while connecting your brand with a network of inspired and engaged supporters.

Let's discuss how your business can make a lasting impression. Contact our Fundraising Coordinator to explore sponsorship opportunities today!

Emily Fieguth

efieguth@startmeupniagara.ca

289-501-0263

Our Team

Board Chair

Rev. Dr. Paul Miller
paulridleymiller@gmail.com

Executive Director

Laura Dumas
ldumas@startmeupniagara.ca

Director of Programs

Nesrine Kendall
nkendall@startmeupniagara.ca

Finance Administer

Gayle Long
glong@startmeupniagara.ca

Communications

Sandy Middleton
smiddleton@startmeupniagara.ca

Marketing

Sam Dekker
sdekker@startmeupniagara.ca

Fundraising Coordinator

Emily Fieguth
efieguth@startmeupniagara.ca

Work Action Centre – Employment Agency

General inquiries
employment@startmeupniagara.ca

“The food program at Start Me Up Niagara has helped me a lot. Food is so expensive and eating at the Resource Centre helps me save money for other things.”

“It truly turns some of our client’s days/weeks around when they walk in to see fresh produce ... You help take the pressure off of families, and make light of a visit that is very hard for some to make. Start Me Up Niagara encompasses something that is at the heart of every local non-profit; the community helping the community.”

“Bike Me Up is a positive, important aspect of St. Catharines. I assert the lion's share of the credit rests on Wayne's shoulders.”

“I am grateful for Start Me Up Niagara and their tax program. Everything was so easy, I will recommend this program to anyone who needs help. Thank you!”



“This is to express my gratitude for all the time and resources you spent helping me secure a job. My family and I are forever grateful for your guidance, care, and patience throughout these very difficult seven months without a job.”

“The compassion and dedication from this team and program is OUTSTANDING! It has made a difference in so many lives already and continues to grow!”

“I am forever grateful for the work that Start Me Up Niagara does, and I cannot thank them enough. Your support and dedication have made a tremendous difference in our lives. Thank you all so much, your assistance is truly appreciated.”

“Start Me Up is hope for the future. They provide help getting a place to live, help finding work, help getting food and clothes. Without Start Me Up, I would have no chance in life. Everyday I need and use the services here.”



Together we are making a difference