



## **LOVE FOOD GIVE FOOD 2015**

SPONSORSHIP OPPORTUNITIES

Calling on all those who love food  
to come together and end child hunger



## ACTION AGAINST HUNGER

Founded in France in 1979, Action Against Hunger is a leading international humanitarian organization committed to ending world hunger –with a special focus on children under 5. Our programs save lives and provide communities with long-term solutions to hunger and its underlying causes.

Action Against Hunger Canada is integral to the effectiveness of our global efforts, and Love Food Fest is our marquee fundraising event in support of the work we do in over 45 countries reaching more than 7 million people annually.

### WHY HUNGER MATTERS

Malnutrition is the single greatest threat to child survival. Every year, more than 3 million children die from hunger-related causes. The first 1000 days of a child’s life nurtured with an adequate diet of nutritious food can have a life-long impact on their future.

Malnutrition is deadly but there are solutions. We tackle the root causes of hunger as well as save lives by diagnosing, treating and preventing deadly malnutrition.



### TALE OF THE TAPE

When screening for malnutrition in a community, health workers measure the MUAC –mid-upper arm circumference –of children under 5 using a colour-coded tape (pictured to the left). This tape helps determine whether a child is:

- RED ZONE** severely malnourished
- YELLOW ZONE** at risk of becoming malnourished
- GREEN ZONE** healthy



HELP ACTION AGAINST HUNGER GET TO THE GREEN ZONE BY SPONSORING LOVE FOOD GIVE FOOD 2015







## LOVE FOOD GIVE FOOD

Running for the month of October, Love Food, Give Food unites food lovers from across Canada into taking action against hunger.

Everyone from our well-known chef ambassadors and restaurants, food producers and bloggers, to those who simply love to cook, can take a small action and make a big difference to get child hunger off the table.



## CAMPAIGN EVENTS FOR 2015

### LOVE FOOD FEST 2015

Love Food Fest will give guests a taste of the world on a plate, with 20 of Toronto's best and brightest chefs serving up globally-inspired fare alongside craft brewers and wineries.

With an anticipated attendance of over 350, Love Food Fest attracts globally-minded Millennials and GenXers who enjoy great food and take action by putting their wallets where their taste buds and their conscience lies.



#### WHERE & WHEN

Thursday, October 15, 2015

6:30-9:30pm

The Gallery

99 Sudbury St

Tickets are \$125 each

### HUNGER HERO CHALLENGE (NEW!)

Foodies across Canada will be challenged to raise funds and awareness to fight global hunger by hosting their own dinner party or home cooking event.

A dedicated Love Food Give Food Hunger Hero's challenge page will allow home cooks to create their own fundraising page and challenge one another to see who is the host with the most!

Hosts will be encouraged to showcase their event on social media and share their stories.

### LOVE FOOD GIVE FOOD RESTAURANT CAMPAIGN

For the month of October, chefs and restaurants raise funds to fight childhood hunger by donating \$1 from sale of a selected item to Action Against Hunger as part of Love Food Give Food's restaurant campaign.

#### \$1 from 1 menu item for 1 month

An easy way to engage foodies and restaurant patrons to take their love of food further and dine at a participating restaurant.

Between Toronto and Montreal, over 60 restaurants participated in 2014, we expect even more will be joining in for 2015.



*"I was blown away by the number of chefs and restaurants that work with Action Against Hunger in helping stop malnutrition in Peru. This is the largest collaborative effort from restaurants & chefs I've ever seen, and its eye opening to see what a team of colleagues can do for a good humanitarian cause."*

Chef Matt Blondin, Chef Ambassador



#### WHY JUST \$1?

\$1 can provide one day's supply of therapeutic food used to nurse an acutely malnourished child back to health.

## SPONSORSHIP OPPORTUNITIES

You can sponsor the entire Love Food Give Food campaign or a campaign event of your choice.

We want to craft a partnership that will extend your brand further. By joining as a sponsor, you will showcase your commitment to end childhood hunger to not only those participating in the campaign, but to your customer, clients, and audience as well.



*"Restaurants get approached a lot for donations, and for me, because I make my living in the restaurant business, hunger issues have always been very near and dear to my heart. I have a friend who works for the United Nations in New York, and I checked with her, and she said that [Action Against Hunger] is an incredible organisation that feeds people who need to be fed, and as a business owner it's very important to me to give back."*

Zane Caplansky on supporting Action Against Hunger

### BENEFITS AS A SPONSOR:

- Logo placement on all sponsored event marketing materials as your choice event sponsor including:
  - Email promotions for sponsored event
  - Print and online advertisements for event
- VIP tickets to Love Food Fest
- Dedicated sponsor recognition of your commitment to end hunger on [www.lovefoodgivefood.ca](http://www.lovefoodgivefood.ca)
- Post-event impact report on your contribution
- Photos and testimonials of your sponsored event to for your own publicity and promotional use
- Other ideas? Let us know!



### HELP ACTION AGAINST HUNGER CANADA GET MORE CHILDREN IN THE GREEN ZONE

Please contact Development Manager, Elaine Wong at [ewong@actioncontrelafaim.ca](mailto:ewong@actioncontrelafaim.ca) or 416 644 1016 x 204 [actionagainsthunger.ca](http://actionagainsthunger.ca)