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Social Planning Council
of Kitchener-Waterloo
Community Information Centre
of Waterloo Region



Festival of Neighbourhoods
✿ Kitchener ✿

For more information on Festival of Neighbourhoods
sponsorship opportunities, we invite you to contact
our treasurer:

FESTIVAL OF NEIGHBOURHOODS Sponsorship Opportunities

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Everyone wins when we plan ways
for our neighbours to meet !

What is Festival of Neighbourhoods?

Initiated in 1994 by individuals committed to building healthy communities, Kitchener Festival of Neighbourhoods is designed to encourage individuals, families and organizations to **build stronger relationships and celebrate community with their geographic neighbours.**

Our city is made of neighbourhoods. The common activities of our day-to-day lives provide our most basic opportunities for relationships across diversity. These relations in turn create the weave of social capital that is our community's greatest hope and strength. How we connect as neighbours, reaching across our diversity to create common ground, profoundly affects the quality of life for ourselves and others.

Goals of Festival of Neighbourhoods

Festival of Neighbourhoods' mission is to foster connections between neighbours by asking individuals and organizations to think of themselves as the centre of their own geographic neighbourhood, and to take simple action by reaching out to invite their neighbours to meet and celebrate.

The Festival recognizes and rewards those who reach across diversity in this way, through a supportive program of encouragement and award.

Building friendships and good relationships among neighbours is an important part of creating a resilient community. When we are connected with one another and share experiences, we can also rely on one another. Getting to know the people who live around you helps create a sense of belonging, strengthens trust and contributes to a happier neighbourhood for everyone. And we can have some fun along the way!

Festival of Neighbourhoods Sponsorship

Your sponsorship of the Festival of Neighbourhoods:

- Enhances **outreach and marketing** to grow awareness of the initiative;
- Expands the **resources offered to support community leaders** and their activities to connect neighbours; and
- Strengthens **capacity to recognize** the community members who have shared their time and energy to build community

The Festival of Neighbourhoods is interested in working *with* you to

- build relationships,
- increase awareness, and
- champion the goals of this initiative.

Sponsorship Highlights

Sponsorship commitments can be made at three levels and, when received by the deadline** , will ensure the following:

Neighbourhood Supporter — \$ 500

- Identification on Festival of Neighbourhoods' web-pages
- Identification on Festival of Neighbourhoods print materials including posters, brochures, bookmarks distributed throughout the community
- Identification in City of Kitchener "Leisure" program ads, a City of Kitchener publication distributed to 71,000 households
- Honoured invitation to the finale celebration for all registered groups
- Identification at annual finale event through signage, announcement by emcee, and in the event program
- Framed certificate in appreciation of your support

Neighbourhood Ambassador — \$1000

- All of Neighbourhood Supporter benefits, plus....
- Recognition throughout the promotion and distribution of materials for the Neighbourhood Activities Trunk program
- Recognition as an ambassador in "Your Kitchener" program ads, a City of Kitchener publication distributed to 65,000 households
- Acknowledgement on media releases

Neighbourhood Champion — \$2000

- All of Supporter and Ambassador benefits, plus ...
- Spotlight story in Festival of Neighbourhoods e-neighbour on-line newsletter distributed to past & current Festival registrants and supporters
- Identification in Kitchener Citizen and/ or Kitchener Post ads
- Corporate logo on key Festival of Neighbourhoods program components and special profile story in local newspapers (with 3 year commitment of sponsorship only)

** Sponsorship benefits are subject to promotional cycle deadlines.

Tailored Sponsorship Projects are also possible! Please contact us to discuss.

For more information on Festival of Neighbourhoods
visit ww.kitchener.ca/fon