

*Food & Beverage
Partnership Opportunities*

The 9th Annual

Miracle Garden Party

Thursday, September 12, 2024

*An Event of
Transformation & **Joy!***



Victoria Hospital
FOUNDATION
HEALTHIER FUTURES

Your Support Transforms Lives

The power to change lives and create a healthier community is in your hands.

By joining us for The 9th Annual Miracle Garden Party as our **Food & Beverage in-kind sponsor/partner**, you will support mental health initiatives at Victoria Hospital and in our community.

As a Food & Beverage partner, you will have a unique and powerful opportunity to showcase your brand and products. Not only will you have the chance to engage with attendees, but you'll also have access to experiential marketing, display and sampling opportunities. **This year will be our most impressive Miracle Garden Party yet, with an even larger tent, VIP seating area, and more!**

Together, we can make a difference for those living with mental health concerns, and continue to build on Victoria Hospital Foundation's 50 plus year history of transforming the health and well-being of our community.

Secure your sponsorship today at TheVicFoundation.ca, by email at events@vgh.mb.ca, or by phone at 431-337-5068.

Our event can help you build brand value through strategic placement of branding and marketing collateral as well as social media presence. Don't miss out on this unparalleled opportunity to elevate your brand and make meaningful connections in our community.

The 9th Annual Miracle Garden Party

Date: Thursday, September 12, 2024

Time: 6 p.m. - 10 p.m.

Venue: Miracle Garden at Victoria Hospital (2340 Pembina Highway)

This year, with our event growing larger, we will have a dedicated food tent and aim to attract 400 guests. Our gala stands out from most, offering a buffet-style service instead of the traditional sit-down meal. Guests can enjoy selections from fantastic local restaurants and vendors, choosing to mingle with friends at tables or in the garden.



Food & Beverage In-Kind Sponsorship/Partnership

Food & Beverage partner supplies:

- Dish or beverage that best highlights your menu or restaurant
**gluten-free or vegetarian options are welcome*
- Sample serving size to feed approximately 400 guests – or amount that partner can supply based on your size and capacity
- Associated equipment/utensils for your table/kiosk

Recognition:

Pre-Event:

- Social media post to announce/highlight partnership at event – tease audience with what will be offered at the event, an opportunity to talk about your Why! – why you want to partner with us and the impact on our community
- Other social media posts highlighting our food & beverage/in-kind sponsors
- Listing on the event webpage
- Listing in pre-event emails

At Event:

- Signage in Miracle Garden (depending on in-kind sponsor level)
- Signage at table/kiosk
- Featured in our video loop highlighting your business logo/product images
- Listing on menu

Post-Event:

- Social media thank you post

Benefits:

- Exposure to 400 guests from local and national businesses that care about supporting our community
- Exposure to our email database of over 2,500
- Exposure to our social media community of over 4,000
- Experiential marketing, display and sampling opportunities
- Tailored brand activation opportunities (depending on in-kind sponsor level)

If in-kind sponsorship is valued at over \$2,500 and meets one of our [existing sponsorship levels](#), the partner will be recognized at that level and receive the benefits and activation opportunities that go along with it.



Event logistics:

- Our coordinator will work with you to confirm all logistical details and arrangements, including arrival time, teardown time, space needed, power and refrigeration needs, staff time commitment etc.
- A logistics sheet will be provided before the event
- We will send you event emails to keep you up-to-date with event details



The 9th Annual Miracle Garden Party

Deb Kocen, Co-Chair	Rhonda Honke
Christina Tompkins, Co-Chair	Robyn Jones
Nicole Chammartin	Sharmon Luchuck
Rhonda Chorney	Aimee Rice
Doris Dong	Kendra Wilson
Erin Girouard	Hilary Wong

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TheVicFoundation.ca

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We are happy to work together to create custom package to meet your business needs.

For more information, please contact:

Sharmon Luchuck

Communications & Public Relations Manager

Tel: 431-337-5068

Email: events@vgh.mb.ca



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