GROWING CHEFS!

London LICIOUS

JANUARY 19 - FEBRUARY 11, 2024

Londonlicious Winter Edition Impact Report

Growing Chefs! and Londonlicious Corporate Sponsorship

	$5,000+	$7,500+ NEW! Naming Rights for Board Room and Literacy Lounge	$10,000+ Naming Rights for Learning Kitchens and Gardens	$25,000+ Naming Rights for HQ Bar Room	$50,000+ Naming Rights for HQ Dining Room
Company logo recognized on BOTH GCO and Londonlicious websites	✓	✓	✓	✓	✓
Recognition via social media/ newsletter and/or website	✓	✓	✓	SOLD OUT	SOLD OUT
Opportunity for a "Sponsor Spotlight" on Growing Chefs! Ontario website	✓	✓	✓	SOLD OUT	SOLD OUT
Personalized volunteer opportunities in Education Programming		✓	✓	✓	✓
Event discounts available for private events held at HQ, plus some staff perks		✓ 5%	✓ 10%	✓ 15%	✓ 20%
Complimentary Londonlicious gift cards to select participating restaurants			✓	✓	✓
Name and logo as TITLE Festival Sponsor					✓

*All Sponsorship is recognized for 12 months from the date received and guarantees coverage of TWO Festivals.

BUT WAIT, THERE'S MORE!

Exclusive sponsor features available on a first come, first served basis:

This sponsorship opportunity supports GCO's **Outdoor Kitchen which houses our Wood Fire Pizza Oven.** One lucky sponsor will have the opportunity to sponsor our SOLD OUT pizza nights for a full season (May - October).

$7,500

*Includes all other benefits listed under $7,500 tier for 12 months.

This sponsorship opportunity supports GCO's **Commercial Kitchen at Headquarters** where we prepare hot lunches for schools and daycare centres every day. This space is also utilized as a "Learning Kitchen" during private events.

$15,000

*Includes all other benefits listed under $10,000 tier for 12 months.

YOU WILL BE AMONG FRIENDS

Here's a look at our 2023 sponsors:

Tourism London Canada

SYV creative — Graphic & Web Design

Western Fair district

Libro Credit Union

Harrison Pensa — Personal Injury Lawyers

MP Plumbing

CTV

Pure Country 93

Virgin Radio 97.5

METRICS & VISIBILITY

Growing Chefs! London Licious
Winter Edition

HIGH VOLUME!!

Due to the overwhelming interest, the festival website received over **1,000** unique clicks in a 60 second timeframe causing the website to break temporarily!

Our continuous partnership with Bell Media includes live television segments, radio & digital ads, updates on their community calendars and exclusive Londonlicious giveaways.

CTV
PURE COUNTRY • RADIO
Virgin RADIO
Bell Media

57% of participants visited a NEW restaurant

297k views
45k unique users

The Londonlicious website had over **705K** unique clicks

such as viewing, downloading venue info or LL menus

1.3k
GCO Instagram
578 new followers +124%

5.5k
GCO Facebook
95 new followers +79%

6.9k
Londonlicious Instagram
860 new followers +1000%

14.4k
Londonlicious Facebook
270 new followers +513%

41 Participating Restaurants

Estimated Participants **10k+**

$65 Average Guest Cheque Spend

$650k
Estimated revenue brought into our local economy

10,000
children participate annually in Growing Chefs! Ontario Food Education Programs

*All metrics taken from December 1/23 - February 11/24, from the announcement of the Winter Edition Festival.

TEMPERATURE CHECK

"We have been doing summer and winter editions since the start and really enjoy being able to try **new & different restaurants** within the city!"
- Anonymous Participant

"Although I didn't visit new restaurants during the event I **learnt about several new ones because of this event** and they are now on my list to try! I've already been to one - **Tuscanos**!"
- Katie G.

"I feel like **The Chef's Table** is a hidden gem downtown. When you go there, you're not just getting a delicious meal; you're also supporting Fanshawe students to get hands-on experience in all aspects of working in restaurants. It's a win-win. And if you go during Londonlicious, you're supporting Growing Chefs! So really, **it's a triple win**."
- Shelby W.

ABOUT US

Growing Chefs! Ontario is a registered charity based in London, Ontario. We unite Chefs, growers, educators and community members through integrated food education projects. We are changing the way families learn about and develop healthy relationships with food!

For over 15 years, Growing Chefs! Ontario has created and provided impactful, hands-on cooking and food literacy programming for families and schools in our community and beyond, regardless of financial, social or logistical barriers. To date, over **85,000** children and youth have participated!

In 2022, Growing Chefs! Ontario purchased the local Londonlicious Festival, and rebuilt it from a for-profit, to a nonprofit model. The primary aim of the reimagined festival is to enhance a strong, local food economy, with fantastic local restaurants and the best locally grown products at its heart. The festival spotlights what is unique and delicious in London, Ontario.

The Londonlicious Festival supports Growing Chefs! Ontario in our vision of building a healthy community that is engaged with our food system! All sponsorships of the bi-annual festival also supports our children's education projects in school, the community and in our garden-based programming.

Growing Chefs! Ontario is excited to offer an all-encompassing, impactful and unique **sponsorship program** to help bring our community together to support the future of our local food economy.

Learn more about us at www.growingchefsontario.ca.
Help us make an impact in our community by supporting local Food Education.

Thank you for supporting Growing Chefs! Ontario.

Growing Chefs! Ontario HQ
460 King Street London, Ontario N6B 1S9
(519) 679-4769 andrew@growingchefsontario.ca
Charitable #85895 9026 RR0001

Growing Chefs! Ontario

@growingchefsontario

www.growingchefsontario.ca

Londonlicious

@londonlicious

www.londonlicious.ca