

# Spring Living Fair 2012

Sponsorship Proposal



**SIFE**



## SIFE BCIT Background

Students in Free Enterprise (SIFE) represents an international non-profit organization that changes the world with over 1,500 college and university chapters, in over 40 countries around the globe. It is SIFE's mission to bring together the top leaders of today and tomorrow to create a better, more sustainable world through the positive power of business. Founded in 2001, the British Columbia Institute of Technology (BCIT) chapter works together as a student organization based on a collective vision of strengthening the Lower Mainland local communities through its projects.

Environmental sustainability is one of the top criteria for qualifying SIFE projects. Over the years, SIFE BCIT has partnered with many entrepreneurs to promote ethical and sustainable business practices. On April 1<sup>st</sup>, 2012, SIFE BCIT will be hosting the fifth annual Spring Living Fair.

## Spring Living Fair

The Spring Living Fair is SIFE BCIT's longest running project and is a community event that brings together Vancouver residents and local entrepreneurs to celebrate and increase awareness of ethical, environmentally friendly and sustainable businesses. Vendors who participate in the event are locally based and looking to grow their business through sustainable operations and a respect for both the community and the environment.

For the past two years, Spring Living Fair was held at the Roundhouse Community Centre, centrally located in the heart of Yaletown. This year, for the 5<sup>th</sup> year anniversary, we're taking it back to its roots and hosting it at the Heritage Hall on Main Street, Vancouver. We're really excited to return to this venue and area as it embodies what the Spring Living Fair represents, sustainability and community. The Heritage Hall's character and size is ideal for the Spring Living Fair to achieve success.





## Visitor Profile

Below you will find a summary of our events target market. We have provided the following table to offer you a clear understanding of the customer profile expected to attend the Spring Living Fair.

<b>Age:</b>	25 to 40 years
<b>Education:</b>	University Degree/Post-Secondary diploma
<b>Number of People per Household:</b>	2
<b>Income:</b>	Income range \$54,349 to \$112,613 (Average Income: \$81,733)
<b>Types of Resident:</b>	Generally Reside in Apartments
<b>Lifestyle:</b>	Environmentally Conscious, Health Clubs, Theatre, Art Galleries and live hip progressive lifestyle.
<b>Mind Set:</b>	Generally early adopters, who are trend conscious, enjoy consumer electronics and tend to be community activist who love to volunteer and be involved.

## Project Goals

SIFE BCIT hopes to achieve the following goals through the Spring Living Fair 2012:

- Promote sustainability by supporting local businesses with ethical practices
- Create awareness for SIFE BCIT and its sponsors in the community
- Have 30 vendors present with their ethical and sustainable products/services
- 2000+ visitors throughout the day

## Sponsorship Benefits

**Identify** your organization as a supporter of sustainable community projects and student development while reaching fellow business leaders from around the Lower Mainland.

**Enable** the sustainability of SIFE BCIT's projects and initiatives to ensure the continuation, development and growing impact on the Lower Mainland and BCIT students.



**Promote** the development of Canada's future business leaders in real world business settings through a sponsorship opportunity with SIFE BCIT and the Spring Living Fair.

## **How You Can Help**

SIFE BCIT members are committed to organizing a successful Spring Living Fair in April 2012 and are looking for sponsorship to help with costs related to the event. These costs include the rental of the venue, technical/sound equipment, and promotional efforts. We would appreciate cash donations but would gladly accept gift certificates, or items that can be used as door prizes.

## **Sponsorship Opportunities**

### **Gold - \$1,000+**

- Company recognition during event
- Advertising Pre and Post event (Facebook & Twitter)
- Logo on Poster
- Company logo and brief description on website
- Day of advertising (Projection of logo)
- Radio mention (to be confirmed)

### **Silver - \$500+**

- Company logo and brief description on website
- Advertising Pre and Post event (Facebook & Twitter)
- Logo on Poster

### **Bronze - \$200+**

- Company logo on website
- Advertising Pre and Post event (Facebook & Twitter)



# SPONSORSHIP PLEDGE FORM

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\*Company: \_\_\_\_\_

\*Contact Name: \_\_\_\_\_

\*Address: \_\_\_\_\_

\*City: \_\_\_\_\_ \*Province: \_\_\_\_\_ \*Postal Code: \_\_\_\_\_

\*Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\*E-mail: \_\_\_\_\_

\*Required

## Sponsorship Level

## Donation

Gold \$1,000 +

Silver \$500 +

Bronze \$200 +

Exact Donation Amount: \$ \_\_\_\_\_

Gift in kind: \_\_\_\_\_

Please complete and mail this form along with your cheque donation.  
Cheques are made out to **"ICE Promotions Society"** and mailed to:

**BCIT Spring Living Fair  
SE6 SOB - ICE Promotions Society  
3700 Willingdon Ave.  
Burnaby, British Columbia  
V5G 3H2**



## Agreement

By signing below, I/we agree to the terms and conditions of this application.

Per: Sponsor:

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

**For any further questions please contact**

### **Sam Cawkell – Marketing Management**

SLF Project Manager

[cawkell.s@hotmail.com](mailto:cawkell.s@hotmail.com)

778-389-1686

### **Caylin Bradley – Marketing Management**

SLF Sponsorship/Promotions

[caysbradley@gmail.com](mailto:caysbradley@gmail.com)

778-686-7615

### **Amy Barber – Marketing Management**

SLF Sponsorship/Logistics

[amybarber@hotmail.ca](mailto:amybarber@hotmail.ca)

778-788-0204

## Website References

[www.springlivingfair.ca](http://www.springlivingfair.ca)

[www.sifebcit.com](http://www.sifebcit.com)