

25TH ANNUAL SOUPFEST- SPONSORSHIP PACKAGE

WHO:

Living Rock Ministries
30 Wilson Street, Hamilton, ON L8R 1C5
(905) 528-ROCK (7625)
Registered Charity: 88345 8812 RR0001
Contact: Julie Conway
Phone: 905-528-7625 ext. 250
Email: julie@livingrock.ca

WHEN: Tuesday February 23rd, 2026 from 11:00 am – 7:00 pm

WHERE: Hamilton Convention Centre by Carmen's, 1 Summers Lane, Hamilton

INFORMATION: [HTTPS://WWW.LIVINGROCK.CA/SOUPFEST](https://www.livingrock.ca/soupfest)

WHAT: Soupfest is about coming together to empower youth by creating a fun, local and delicious experience in the heart of Hamilton. This one-day annual event attracts nearly 4,000 attendees annually at this one day event. Soupfest is an annual community celebration that showcases soup from top local restaurants. Restaurants compete for the titles of: Best Soup, Most Creative Soup, Heart Smart and Best Display.

WHY: Soupfest is the major annual fundraiser for Living Rock Ministries. For 40 years, Living Rock has been a safe place of community, connection and support for youth, beginning in 1985. Today, Living Rock provides essential supports to some of Hamilton's most vulnerable youth, ages 13–25, who may be experiencing significant challenges such as family breakdown, poverty, substance misuse and mental health concerns. In the past year alone, **Living Rock provided more than 30,000 meals and distributed over 200,000 pounds of groceries**, helping youth and young families meet their basic needs for food and stability. For many vulnerable youth, navigating social systems and accessing essential resources can be overwhelming. Living Rock provides a welcoming place where youth can find practical support as they work toward meeting their basic needs, including food, education and shelter.

Through a **continuum of programs and services**, Living Rock supports youth and their children while creating opportunities for personal development, life-skills development, education and employment training. **Soupfest helps make this work possible.** For 25 years, Hamilton's restaurants, businesses, volunteers and community members have come together to raise funds and awareness for youth through this much-loved event. Every bowl served helps provide more opportunities for youth to find food, support, connection and hope.

SOUPFEST 2025 SPONSORSHIP AGREEMENT FORM

Full Legal Business/Organization Name: _____

Contact Person: _____ Position: _____

Street Address: _____ City: _____ Postal Code: _____

Email: _____ Phone: _____ Cell: _____

Website: _____ Social Media Handles:

Instagram: _____

Facebook: _____

Twitter/X: _____

TikTok: _____

Sponsorship Level (please select one)

- ☐ Platinum Sponsor – \$10,000
- ☐ Entertainment Sponsor – \$5,000
- ☐ Gold Sponsor – \$5,000
- ☐ Silver Sponsor – \$1,000
- ☐ Bronze Sponsor – \$500
- ☐ In-Kind Donation (please describe): _____

***Soupfest is about coming together to empower youth by creating a fun,
local and delicious experience in the heart of Hamilton.***



Sponsorship Benefits Comparison

<u>BENEFIT / RECOGNITION</u>	<u>PLATINUM SPONSOR 10K</u>	<u>GOLD SPONSOR \$5K ENTERTAINMENT SPONSOR \$5K</u>	<u>SILVER SPONSOR \$1K</u>	<u>BRONZE SPONSOR \$500</u>
Tickets to Soupfest	25	10	5	2
Event Program Recognition	Full Page	½ page ad	¼ page ad	Logo only
A/V Recognition at Event	Logo + Video/PowerPoint	Logo + Video/PowerPoint	Logo + Video/PowerPoint	Logo + Video/PowerPoint
Website Recognition	Ad on website	Logo on Living Rock website	Logo on Living Rock website	Logo on Living Rock website
On-site Recognition	Booth at Event & Signage	Signage at Event		
Newsletter Recognition	Spring Newsletter	Spring Newsletter	Spring Newsletter	Spring Newsletter
Social Media Shoutouts	Video Weekly in Stories Sponsor Spotlight	Yes (featured post)	Yes (group post)	Yes (thank-you post)
Logo Recognition	On all Soupfest promotional materials			

Payment Options

- ☐ Credit Card (we will contact you for details)
- ☐ Electronic Fund Transfer (EFT) – details provided upon request
- ☐ Cheque payable to Living Rock Ministries
- ☐ Total Contribution: \$ _____

Deadline

Please submit this form, payment, and logo files by: Friday, January 29, 2027.
The earlier you commit the sooner we can promote your support.

Submit To:

Julie Conway, Operations Director
Living Rock Ministries
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julie@livingrock.ca | (905) 528-7625 ext. 250