





Sponsorship Opportunities Breaking Bread Breaking Stigma

Hopewell Eating Disorder
Support Centre



Save the Date:
October 24th, 2023
24.10.2023



Breaking Bread

Breaking Stigma

About Eating Disorders

Eating disorders are deadly illnesses, yet they remain heavily stigmatized. Stigma reinforces the cycle of shame and helplessness that accompany these fatal conditions. This prevents sick people from seeking the treatment they need to get better.

In the six years since September 2017, Hopewell Eating Disorder Support Centre has hosted its signature fundraising event, Breaking Bread Breaking Stigma attracting over 800 participants.



This annual gourmet sandwich showdown features a roster of Ottawa's top chefs and a panel of celebrity judges that crown the Sandwich Sovereign of Ottawa. Coconut Lagoon's Joe Thottungal won the inaugural event in 2017, and Patrick Garland of Absinthe brought home the trophy in 2018, Chef Justin Champagne in 2019, Chef T in 2021 and Chef Mitch Lacombe in 2022 from Gitanes.

Please join us on October 24th, 2023 for an even bigger and better live event!

Breaking Bread

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The Concept

Well-known local chefs are given free creative license to make a unique gourmet sandwich, in an electrifying competition to crown the Sandwich Sovereign of Ottawa.

One by one, they present their creations to a panel of celebrity judges, who rank the dishes on creativity, taste and presentation. At the same time, the audience weighs in on their favourite chef to win the People's Choice Award.

Here was our 2022 lineup:

- Chef T - The BBQ Joint - **People's Choice 2022**
- Chef Ricci Binch - Working Title Kitchen
- Chef Luis Guerra - Torta Boyz
- Chef Mitch Lacombe - Gitanes - **Sandwich Sovereign 2022**
- Chef Rich Wilson - Beckta
- Chef Phil Denny - The Belmont
- Chef Tim O'Connor - Flora Hall Brewing

Sam Laprade

Host of "The Sam Laprade Show" on CityNews 101.1 FM

Host of "An Hour to Give" on 1310 News

Breaking Bread Breaking Stigma Emcee
2021 and 2022 **returning for 2023**



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Why Invest in Hopewell?

Because this pandemic has been hard on people with eating disorders. In March 2020, Hopewell moved all of its programming online for family members and friends supporting someone with an eating disorder, and for individuals struggling with an eating disorder. That shift allowed Hopewell to reach more people, by increasing the number of spaces available in its group sessions and offering additional group sessions. Although we are shifting to a hybrid model (virtual and in-person programs), record demand remains.

Because we do important work. Hopewell is the only non-profit in Eastern Ontario that provides services and supports to individuals who struggle with an eating disorder, and to the family and friends who walk beside them on their long and difficult recovery journey.

Because these illnesses are deadly. One in five diagnosed with anorexia will die from the disease - either from the physical ravages to their body, or from suicide as they have lost hope of ever recovering. Despite having the highest mortality rates of any mental illness, eating disorders remain chronically underfunded and grossly misunderstood in our health care system.

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Why Invest in Hopewell?

Because young people deserve hope. We also provide vital outreach and education to our community, to try to prevent these deadly diseases from developing in the first place. This is important in a society where 75% of teens who reported seriously considering suicide also reported self-esteem and body image issues.

Because we need you. Hopewell receives no funding from any level of government, and so we rely entirely upon the generosity of individuals, organizations and corporations in our community.

In the news:

[Algonquin Times 2018](#)

[Edible Ottawa 2018](#)

[CTV 2019](#)

[OBJ 2021](#)

[OBJ 2022](#)



**NAMBI Music
Entertainer 2022**

Breaking Bread Breaking Stigma



all saints

**Title Sponsor –
\$8,500**

This exclusive presenting sponsorship opportunity offers the following benefits:

- Prominent logo recognition as “Title Sponsor” on all promotional and media materials - including all social media channels - before and at the event, including the event program and sponsorship board
- Speaking opportunity at Breaking Bread, Breaking Stigma
- Industry exclusivity within all sponsors



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**Chef Sponsor –
\$6,000**

This unique and exclusive sponsorship level offers the following benefits:

- Recognition as “Chef Sponsor” on all Breaking Bread, Breaking Stigma materials, - including all social media channels - and the event program and sponsorship board
- Special recognition on each chef’s table signage
- A professional group photo for your team with all head chefs
- 8 tickets to Breaking Bread, Breaking Stigma (\$1,000 value)
- Verbal recognition as “Chef Sponsor” during the event
- Listed as “Chef Sponsor” with logo on Hopewell website, with link to corporate website



**Chef Mitch
LaCombe of
Gitanes
Sandwich
Sovereign 2022**



**Private Chef T
of The BBQ
Joint
People's Choice
Award 2022**

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Wine Sponsor –
\$5,000

Sponsorship at this level would offer these benefits:

- Recognition in the event program and sponsorship board
- Logo prominently displayed on bar
- Recognition on all Breaking Bread, Breaking Stigma materials
- 6 tickets to Breaking Bread, Breaking Stigma (\$750 value)
- A professional photo with a chef or judge of your choice
- Verbal recognition during the event



Breaking Bread Breaking Stigma

**Stage Sponsor –
\$5,000**

Sponsorship at this level would offer these benefits:

- Recognition in the event program and on sponsorship board
- Logo prominently displayed on stage
- Recognition on all Breaking Bread, Breaking Stigma materials
- 6 tickets to Breaking Bread, Breaking Stigma (\$750 value)
- A professional photo with a chef or judge of your choice
- Verbal recognition during the event



Breaking Bread

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Event Experience Sponsorship Opportunities – \$3,000

- Recognition on all Breaking Bread, Breaking Stigma materials
- 4 tickets to Breaking Bread, Breaking Stigma (\$500 value)
- A professional photo with a chef or judge of your choice
- Verbal recognition during the event

Possible Experiences available:

- **Entertainment:** recognition surrounding musical entertainment
- **Voting:** logo on every voting ballot and ballot collection boxes
- **Judges:** logo displayed on judges table, prominently located on stage
- **Auction:** logo displayed on the auction tables, prominently located on the online auction platform



Lucky Ron
Entertainer 2021



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Event Sponsor –
\$2,000

Your support of Breaking Bread, Breaking Stigma allows Hopewell to elevate the overall quality and experience of the event. Sponsorship at this level would offer these benefits:

- Recognition in the event program and sponsorship board
- 2 tickets to Breaking Bread, Breaking Stigma (\$250 value)



2022 Judges

Chef Joe Thottungal (Chef Emeritus),
Margaret Dickenson (Cookbook author),
Hien Nguyen (live auction seat winner),
and Allie Simanzik (food blogger)

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Sponsorship Confirmation

Yes, our company would like to confirm our support as:

- _____ Wine Sponsor (\$5,000)
- _____ Stage Sponsor (\$5,000)
- _____ Entertainment Sponsor (\$3,000)
- _____ Auction Sponsor (\$3,000)
- _____ Event Sponsor (\$2,000)

I would like to purchase _____ additional tickets for this event (\$125 if ordered prior to September 24, 2023; \$150 afterwards)

Company Name:

Contact Person Name & Title:

Phone Number: _____

E-mail Address: _____

Please complete, scan and return this form by email to:

executivedirector@hopewell.ca

Your company will be invoiced upon receipt of your confirmation form.

For more information, contact Jeff Bond at 613-241-3428

Charitable registration # 88008 3522 RR0001