



Cleanest Day of the Year Corporate Sponsorship



Who We Are

Mission Possible transforms lives through meaningful work. We empower people typically excluded from the traditional workforce—like those facing homelessness and poverty—by paving a pathway to long-term jobs and lasting change. Through our spectrum of supports, including two social enterprises in Vancouver's Downtown Eastside, **Mission Possible connects people to community, builds capacity, and creates jobs that change lives.**

Since 1992, our practice of 'empowerment through opportunity' has **propelled thousands of people forward as they step into a renewed sense of hope, confidence and purpose.**

Cleanest Day of the Year

The Cleanest Day of the Year is a virtual and in-person fundraiser with a goal of raising **\$150,000**.

The inspiration is to help **30 individuals get a quick-start** to workshops, ongoing skills training, engagement in regular and supportive coaching sessions, and 6+ months of meaningful work opportunities.



June 11, 2022

Why Sponsor the Cleanest Day?

ALIGN your values, purpose, and products with others that champion tenacity, empowerment, compassion, humility, and supportiveness.

ENGAGE with thousands of committed social activists and philanthropists who are passionate about helping individuals reclaim hope, dignity and purpose.

SUPPORT a tenacious organization that brings the community together to build capacity through training and employment.

JOIN by creating opportunities that bring a renewed sense of confidence, opportunity, purpose and lasting change.

LEARN more at mission-possible.ca

Cleanest Day Campaign

Digital Campaign



Creating a Digital Presence

- Email campaign
- Social media
- Website
- Event Website

Peer to Peer



Building a Community of Supporters

- Recruitment of team captains
- Personal engagement of participants
- 500+ donations

PR & Media



Creating Profile

- Media engagement
- Influencer Engagement
- Advertising

Event Day June 11



Engaging The City

- Engage 500 participants in litter clean up
- Celebrate the day together with food and live music

Audience and Reach

REACH

- Event Participants: 500
- Website: 30,000+ annual visitors
- Emails: 7,142 contacts
- Social: 8,044 followers
- Posters and flyers: 5,000
- PR: 25+ media releases and promotional coverage throughout the lower mainland
- Event Impact: Brand coverage on all event promotional materials and signage
- Post Event: Media Stories, Stories to Community

AUDIENCE

- Business leaders
- Philanthropists
- Social change makers
- Mission Possible supporters

Sponsorship Levels

Platinum x 1
\$10,000

- **Title Partnership**
- Commercial or promotional space at the event
- Prominent mention in media & event website
- All event promotional materials including email/social media
- Top website placement

Gold x 2
\$5,000

- Commercial or promotional space at the event
- Mention in media & event website
- All event promotional materials including email/social media
- Website placement

Silver x 3
\$2,500

- Mention in media & event website
- All event promotional materials including email/social media
- Website placement

Sponsorship Levels

Bronze x 10 \$1,000

- Mention in media & event website
- All event promotional materials including email/social media
- Website placement

Gift in Kind > \$500

- Mention in media & event website
- Social media

Donation

Donations from companies and individuals are always welcome and eligible to receive tax receipts

An Invitation

- Make a real difference in 30 people's lives
- Provide workshops and ongoing skills training
- Help 30 individuals engage in regular and supportive coaching sessions
- Provide 6+ months of meaningful work opportunities for 30 people
- Align your brand with a compelling cause making a real difference in our city

Thank You!

CONTACT:

Chance McKee, Development &
Communications Director
chance@mission-possible.ca
604-253-4469 x115

To learn more, please visit
the [Cleanest Day of the Year](#)



Project Powered by KACI