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## Corporate Support Program

**UPDATED December 2nd, 2022**

East Hants Community Learning Association (EHCLA) is dedicated to our community, offering:

- free adult learning classes, family literacy programs, intergenerational learning and more
- affordable, accessible door-to-door transportation through East Hants Community Rider
- access to food through the Elmsdale Community Garden

As a charitable not-for-profit, our programs and services are defined by the funding and support we receive. While some of our services receive funding, many of our programs rely on one-time grants and donations. This need for sustainable funding has led to our Corporate Support Program, which enables local businesses, organizations and individuals to contribute towards our success and receive promotion for their support.

We have recently revamped our Corporate Support Program to give you even better value for your contributions. We have developed categories for each side of our organization to offer our Corporate Supporters recognition in the project they wish to support. All Corporate Supporters will be recognized in our Annual Report and on our websites.

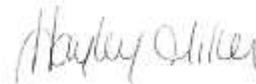
Please have a look through this package and let us know if there is an option that works for you. Thank you for your consideration and please connect with us if you have any questions. Phil can be reached at (902) 883-1608 or [communications@communityrider.com](mailto:communications@communityrider.com).



Tanya Burke,  
Executive Director



Phil Laven  
Communications Manager



Hayley Miller,  
Dispatch / Admin Assistant

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## Newsletter Advertising



EHCLA produces a monthly newsletter called the *Door to Door Reader*. In it, we promote our programs and services, as well as activities and events happening in the community. This newsletter is distributed via e-mail and is also posted and shared throughout community groups on Facebook.

There are four options for advertising in the newsletter:

- Full page ad: **\$800 yearly** (12 issues) or **\$100 per issue**
- ½ page ad: **\$600 yearly** (12 issues) or **\$80 per issue**
- ¼ page ad: **\$500 yearly** (12 issues) or **\$70 per issue**
- Business card ad: **\$50 per issue**

## Facebook Advertising

EHCLA has two Facebook pages:

- East Hants Community Learning & Rider
- Elmsdale Community Garden



We keep these pages regularly updated with our programs and services, as well as information about activities and events happening in the community. When actively shared amongst community groups, popular events and posts have reached over 13,000 views.

For Facebook advertising, we will provide you with:

- 1 posting per month: **\$500 yearly (12 months)**
- 1 post: **\$50 each**

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## Garden Advertising

The Elmsdale Community Garden was built through the generous support of our community. Help us keep the garden growing through regular support and we will gratefully add your name to the list of individuals, businesses and organizations to our list of garden supporters.

Options for garden advertising include:

- Plaque on a garden box: **\$50**
- Support a Pop Up Market: **\$300**
  - Pop Up Markets are free fresh food giveaways held throughout the garden season in various communities in East Hants. We purchase produce from community partners at reduced rates. As a supporter, you are encouraged to join us at a pop up market. Bring along promotional material, set up a table (\*) or help us distribute food to anyone who drops by. You can also choose the location and we will work together with you to find a time that works. You will be recognized in a Facebook post promoting the event.



- Refill the Community Freezer: **\$500**
  - Fill the Community Freezer with tasty, home-cooked frozen meals. These meals are available for free to anyone in our community. As part of your support, you will be thanked in a Facebook post announcing the freezer has been re-filled. We also have the option to add a name or logo to the labels put on each of the frozen meals.

\* Please note that pop up markets are free events and the sale of goods and services are not permitted.

## Garden Advertising cont'd

- Support a Community Meal: **\$750**
  - Community Meals are a free meal hosted out of the Elmsdale Legion. Our team of Community Garden staff and volunteers prepare the meals on site and distribute them first-come first served drive-thru style. We also have the capacity to serve a limited number of people via delivery through the East Hants Community Rider. As a supporter, you are welcome to set up a table with promotional items or help us distribute the meals. Please note that Community Meals are free events and the sale of goods and services are not permitted. You will be recognized in a Facebook post promoting the event.
- Support the Harvest Dinner: **\$1000 (Maximum 5 Supporters)**
  - The Harvest Dinner is our signature fall event. We serve up a 3-course meal made from locally-grown ingredients for \$10 per person. Attendees pick up their meals drive-thru style from our office at an assigned pick up time. This event has the capacity to feed up to 300 people. As a supporter, you will be recognized in all promotion for the event, including Facebook posts, event listings, newsletter promotion and on our website. You are also welcome to set up a table with promotional items (\*) or assist in the preparation or distribution of meals.



\* Please note that the sale of goods and services at the Harvest Dinner is not permitted.

## Vehicle Advertising

The Community Rider has 3 large white vans and lots of space to help you reach a local audience. We will collaborate with you to find the best way to fit your message on our vehicles. The cost to produce, design and install the advertising materials are not included: we simply provide a vehicle for your message. Costs for advertising spaces are as follows:

- Outside advertising – must be constructed with easy to remove materials
  - 34" wide X 34" long: **\$750 yearly or 50,000 km** whichever comes first
  - 25" wide X 40" long: **\$750 yearly or 50,000 km** whichever comes first
  - 33" wide X 25" long: **\$600 yearly or 50,000 km** whichever comes first
  - 23" wide X 37" long: **\$550 yearly or 50,000 km** whichever comes first
  - 24" wide X 27" long: **\$450 yearly or 50,000 km** whichever comes first
  
- Inside advertising
  - 8½" X 11" poster: **\$25/month**  
**MAX 4 per vehicle**



## Purchase or Donate a Vehicle

The Community Rider also happily accepts funds towards the purchase or donation of a vehicle. This level of support requires contributions of **at least \$10,000 or the donation of a vehicle** to our service. This also requires approval of the vehicle by our staff to ensure it is a good match for our fleet.

For this phenomenal contribution, you get to:

- Name the vehicle
- Design or approve a name plaque
  - this plaque will remain on the vehicle for the lifetime of its service with EHCR
- Get recognized at a vehicle launch party with a ribbon cutting ceremony
- A ¼ page shout-out in our annual report with pictures from the ribbon cutting ceremony



## Learner / Passenger Support

Many people who use our services struggle to make ends meet. Many live on very fixed incomes or are simply going through a rough patch in their life.

While individual needs vary, we can make it easy for you to help those in your community. A contribution of **\$200** will assist us to subsidize:

- Local trips to the grocery store, Community Learning classroom or a much-needed trip within the community (hair cut, social outing or local event or activity)
- Transportation for those who live in more rural areas of East Hants
- Medical trips, including driver wait time, tolls and parking



## Sign Advertising

Have a message you would like the whole community to see? Why not have us share it? Our double-sided signboard on Highway 214 is highly visible and is on route to grocery stores, the Elmsdale business park and much more.

Messages must be spaced over a maximum of 6 rows (~12 characters/row) and must be approved by staff (for content, spacing and availability of characters)

- Message for a day: **\$50**
- Message for 3 days: **\$100**
- Message for 1 week: **\$150**

