




About the Event

Poppy Innovations is partnering with Southcentre Mall and Calgary Health Trust in the Kids Cooking for Kids challenge. Twelve kids between the ages of 9 to 14 will cook off their signature recipe for Chicken Soup in support of raising money to build a pediatric area in the emergency department at South Health Campus.

Kids Helping Kids showcases the power of children putting their talents to work for a cause that matters. One day any one of these kids could be brought through the emergency doors of South Health Campus in need of treatment. Having a pediatric friendly environment will ensure it is the best experience with the least amount of stress and top notch care by emergency teams specialized in pediatrics.

Kids will showcase their talents in Centre Court of Southcentre Mall. Given the highly visible location, we anticipate more than 24,000 people will see these kids in action.



Centre Court,
Southcentre Mall
Oct 21, 2017

Cooking starts at 11:00 am
Judging starts at 12:30 pm
Public Sampling begins at 1:00 pm




Pediatric Emergency Area Project

South Calgary and surrounding area is growing at an exponential rate. Access to quality care for children under 18 close to home is becoming more and more critical. When a child is sick or injured, every minute that ticks by can be stressful for a parent and the 40km drive to Alberta Children's Hospital can be too far.

Since opening their doors in 2013, South Health Campus has provided pediatric emergency care to thousands of families. Emergency Pediatric Physicians from Alberta Children's Hospital spend part of their time providing care out of four dedicated beds in South Health Campus' emergency room, and though the care each family receives is excellent, the busy space amongst the adults is less than ideal.

Now, we have an opportunity to build a special space that would be customized to serve the 25% of patients that come through South Health Campus' emergency room doors – kids! Calgary Health Trust is raising \$3.9 million to make this idea into a reality.



Sponsorship Opportunities

Presenting Sponsor \$20,000

- Event title and exclusivity in program and print materials
- Participation in Judging Panel for one company representative
- Speaking opportunity in opening of program (max 2 minutes)
- Company logo recognition on:
 - Calgary Health Trust website
 - E-Newsletter distributed via Calgary Health Trust and Poppy Innovations
 - Digital screens Southcentre Mall 2 weeks prior to and up to event time
- Tour of the pediatric emergency area project at South Health Campus
- 25 sampling tickets for event
- Banner placement on stage at Centre Court Southcentre Mall (\$5000 event space value)
- Media and social media mentions
- Volunteer opportunities for staff

\$5000 (up to \$1000 value may be provided by in-kind gift)

- Company logo recognition on
 - Calgary Health Trust website
 - Large scale event sign
 - Digital screens Southcentre Mall 2 weeks prior to and up to event time
- Tour of the pediatric emergency area project at South Health Campus
- Recognition in opening and closing at event
- 15 sampling tickets to event
- Social media mention

\$3000

- Company logo recognition on event sign as well as placement on Calgary Health Trust website
- Recognition in opening and closing at event
- Tour of the pediatric emergency area project at South Health Campus
- 10 sampling tickets

\$1000

- Name recognition on event sign and the website of Calgary Health Trust
- 5 sampling tickets to event

In-Kind prizes for young chefs with three most popular soups and participation gifts for all other young chefs

- Name recognition on event signs

Looking for the opportunity to put your company name in front of thousands of Calgarians?

Want to show your employees and clients your dedication to our community and support for healthy cooking?

Consider a sponsorship at the Kids Cooking for Kids fundraising event.

Contact:

For more information, please contact an organizing committee member or

Sharon McCormick

hello@poppyinnovations.ca

403-919-0176

Venue Sponsor

Southcentre Mall

Event Lead

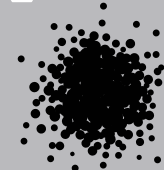
Poppy Innovations

Supporting

Calgary Health Trust,
South Health Campus



Calgary
Health Trust



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