

Toonies for Tummies, which is managed by The Grocery Foundation, helps feed children in Ontario — tens of thousands of them each day through school-based nutrition programs. The campaign reaches millions of shoppers via in-store POS, flyers, and an integrated marketing campaign. It is only possible with the support of sponsors and participating retailers!

Toonies is very community focused giving you an opportunity to connect with your shoppers. A key message during the campaign is that 100 per cent of funds raised goes to help school-based nutrition programs in the store's local area. Shoppers are encouraged to track their donation via the campaign microsite www.toonies4tummies.ca.

DRIVE YOUR PROFILE

BE A PART OF TOONIES FOR TUMMIES! FEBRUARY 9-23, 2017

Supporting the activation in-store, this year's Toonies for Tummies program will include a partnership with Canada's number one breakfast program, Breakfast Television, as well a social media and public relations campaign which will draw attention to the retail and sponsor partners.

Shoppers who visit your store during the campaign window will be asked to donate a toonie at the till. The campaign POS will help you educate shoppers on how many children in your community benefit from local programs and what your fundraising goal is in your store to support the overall community need.



WHAT IS REQUIRED OF YOU AS A PARTICIPATING RETAILER?

1. Feature the provided campaign POS in your store (including a poster at the front of the store, shelf blades highlighting sponsor brands and a barometer showing the funds raised in your store)
2. Partake in the ask at the till during the campaign window
3. Consider a flyer feature during the campaign using the campaign creative which will be provided to you

In return, The Grocery Foundation will provide you with:

1. A copy of a company-tagged video for you to showcase with your employees and in your social media channels, elevating your company's profile
2. Mention on The Grocery Foundation website as a campaign partner and the option to submit a company-focused blog post highlighting your support

CAMPAIGN POSTER — 2016 SAMPLE

SHELF BLADE

BAROMETER

FLYERS - 2016 SAMPLE

SIGN UP TODAY

We are looking to confirm all retail partners **by October 14, 2016**. To confirm please complete the information on the next page and return it by scan or fax to the attention: Gabby Nobrega, The Grocery Foundation via email at admin@groceryfoundation.com or via fax at 416-922-5667.



Toonies for Tummies Independent Retailer Participation Agreement
Campaign: February 9-23, 2017

Participating Company Information	Fill in information below
Name of Company	
Number of Stores	
Toonies for Tummies Contact	Name:
	Email:
	Phone:
	Fax:
Address	
Ship to Address for POS <i>(If different from above)</i>	
Do you have a weekly flyer:	(please place an x beside the correct option) Yes: No:
Will you run a Toonies for Tummies campaign “feature” in your flyer during the campaign period?	☐ Yes: both weeks ☐ Yes: Week one only: Feb 4 ☐ Yes: Week two only: Feb 11
Please confirm the measurements of your flyer: width and height	W: H:
Please advise us on your deadline to receive the flyer creative	Day _____ Month _____ Year _____

Signature: _____

Date: _____