



After a very successful inaugural year we are proud to announce that the **#LandmarkLove** Mother's Day Drive-Thru Fundraiser is back for 2021!

*Proceeds for the 2021 campaign will benefit the Kelowna Women's Shelter*

Dear friends,

After raising \$25,000 for the Central Okanagan Food Bank in 2020, we are excited to announce the return of the #LandmarkLove Mother's Day Bags initiative for May 8th, 2021 proudly sponsored by Crowe MacKay LLP.

Many wonderful community members and local businesses joined us last year to celebrate Moms while raising money for the Central Okanagan Food Bank. This year we will be donating proceeds to the Kelowna Women's Shelter.

If you are looking for an opportunity to promote your business by way of sponsorship, products, services, coupons, gift cards or a grand prize donation for this exceptional campaign, we would love your support.

A total of 300 curated #LandmarkLove Mother's Day inspired gift totes will be available for pre-purchase online (launch details coming soon) and will be ready for drive-thru contactless pickup on the morning of May 8<sup>th</sup> in the courtyard of Landmark 6. Each tote will consist of flowers and numerous gifts items, coupons, gift cards, goodies and business information for those participating in this campaign. In addition, each pre-purchased tote provides the recipient an opportunity to win one-of-a kind experiences and grand prizes. We would be happy to help you with promotional ideas should you wish to join us. Examples for gift tote donations are; pre-packaged goodies (popcorn, a cupcake, any food item that can be wrapped ahead of time), gift certificates, event ticket(s), clothing, wine, BOGO coupons, etc. Please know that the item quantities are up to you. It can be multiple items, or one item for a grand prize. We appreciate every single donation. This promotion will raise much needed funds for these critical essential services in our city.

#LandmarkLove Mother's Day drive-thru will be prominently featured on multiple local media streams. We will be working with a radio station to promote the event leading up to Mother's Day as well as on site broadcasting on drive-thru day. A curated collective of social media posts will be built and made available for sharing through Landmark District, Kelowna Women's Shelter as well as participating businesses' platforms. We will feature teasers and promotions to show our Moms all the wonderful goodies they will be getting in their totes, providing additional exposure to our donors.

If you would like to participate in this program, or be a sponsor, please reach out to discuss and share ideas by emailing [dena@detailsdesigninc.com](mailto:dena@detailsdesigninc.com). We are happy to assist you in any way we can.

Hope you can join us!

Sincerely,  
Details Design Inc & The Landmark District Team



Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Description (and quantity) of item(s) or service(s) or prizing being donated:

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Approximate Retail Value: \_\_\_\_\_