

VISION FOR THE HERITAGE COFFEE SLEEVES PROJECT

To provide a dose of history along with Londoners' cups of coffee in the morning.

All local, all interesting, all informative!

GOALS FOR THE HERITAGE COFFEE SLEEVES PROJECT

- Bring local heritage into Londoners' everyday lives,
- Encourage discussion and storytelling among Londoners, over coffee and online, and
- Promote the work of the London Heritage Council, LondonFuse's heritage stories, and Edgar and Joe's Café

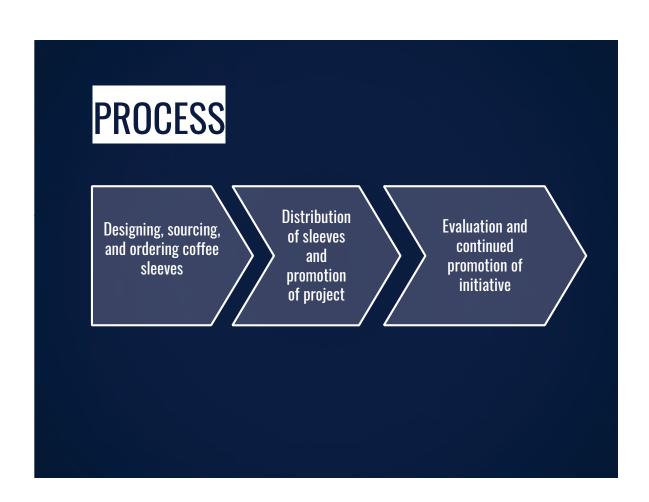
STAKEHOLDERS











COFFEE SLEEVE MOCKUP

DID YOU KNOW...
THAT LONDON, ONTARIO'S LABATT PARK,
BUILT IN 1877,
IS THE WORLD'S OLDEST BASEBALL DIAMOND?

#POUROVERLDN

FRONT

COFFEE SLEEVE MOCKUP



FRONT

COFFEE SLEEVE MOCKUP



BACK

BUDGET

Item	Estimated Cost	Shipping Estimate	Total
10,000 Coffee Sleeves	\$850.00 + tax (\$960.50)	\$165.00	\$1125.50

In-kind Donations:

- Administration of project and design and development of coffee sleeves (London Heritage Council)
- Design and development of coffee sleeves and promotion (LondonFuse)
- Distribution (Edgar and Joe's Café)

PROJECT EVALUATION

- Monitor social media channels for use of the hashtag
- Gather anecdotal information from Edgar and Joe's Café
- Analyze social and web analytics for impact and reach

