



POUR OVER LONDON: HERITAGE COFFEE SLEEVES

Project Funding Proposal to the City of London's
London Advisory Committee on Heritage
June 13, 2018
London Heritage Council

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



PROCESS

Designing, sourcing,
and ordering coffee
sleeves

Distribution
of sleeves
and
promotion
of project

Evaluation and
continued
promotion of
initiative

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

THANK YOU!
QUESTIONS?

LONDON
Heritage
COUNCIL



LONDON **FUSE**.CA

