

Light up the Night *Reimagined*

In these unprecedented times *we are all in it together* and our health care heroes need your help!

This year we are *getting creative* with our fundraising, and we would like you to be a part of giving back.

Our annual Light Up the Night Gala is *reimagined for 2020*.

We will be hosting a *two-week long online auction, virtual wine tastings, pour art class* and wrapping things up with a Light up the Night fundraiser - a live-streamed solo acoustic concert with

Canadian country music star

Brett Kissel!

September 20 - October 4, 2020



Make an investment in the health of our community and position yourself as a philanthropic leader.

The Airdrie Health Foundation is a charitable foundation created to raise funds for the Airdrie Community Health Centre, Urgent Care, Mental Health, and other high priority health care needs.

Our Story

The Airdrie Health Foundation was established after a five-year-old boy named Lane became suddenly and seriously ill during the night in 2009. Because Airdrie had no 24-hour emergency medical care, it was impossible for Lane's parents to access the necessary medical help in time to save their son. Lane's mother, Michelle Bates, co-founded the Airdrie Health Foundation to prevent other families from experiencing similar tragedies.

Our Goal & Funding Priorities

Our fundraising goal this fall is to raise \$80,000. These funds go to providing services, equipment, programs and education that directly impacts the community - for over 70,000 Airdrie residents and over 30,000 residents of surrounding smaller communities.

- \$36,000 for the Pregnancy & Beyond Program
- \$22,800 for Lane's Room (expansion of Urgent Care to add a safe mental health assessment space)
- \$11,000 for a Cardiac Dash Monitor
- \$2000 for LEAP Education
- \$1675 for headsets for language interpretation

Our Impact

- ✓ 24-hour Urgent Care in Airdrie since April 2017
- ✓ Crash Cart, Hand Held Ultrasound Machine, and Glidescope to ensure critical support for Urgent Care
- ✓ Fetal Heart Monitor, Ambulatory Blood Pressure Monitor and Telemedicine Equipment for our community health partner, the Highland Primary Care Network
- ✓ ProSed course for physicians and nurse practitioners to learn to manage airways and intubate critically ill patients - increasing the scope of practice at Urgent Care
- ✓ And the list goes on.... For more information visit <https://www.airdriehealthfoundation.com/impact>



Sponsorship opportunities

We have four exciting ways that you can get involved as a sponsor. Sponsor our virtual wine tastings, a virtual pour art class, donate an online auction item, or sponsor our virtual solo acoustic concert with Brett Kissel.

	Event Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$5000	Silver Sponsor \$3500	Bronze Sponsor \$2000	Up to \$1000
Oct 3 Virtual Country Music Concert						
Number of virtual concert links	8	6	4	2	1	
Opportunity to make a recorded or live statement at the virtual concert	2 minutes	2 minutes				
Verbal recognition at virtual concert	✓	✓	✓	✓	✓	✓
Logo recognition on our website	✓	✓	✓	✓	✓	✓
Recognition on our social media channels	12 posts	10 posts	8 posts	5 posts	4 posts	2 posts
Recognition in Community Health Centre	logo	logo	logo	logo	logo	name
Logo recognition on online auction website	✓	✓	✓	✓	✓	✓



Sponsorship opportunities

	*Event Sponsor \$5000	*Platinum Sponsor \$2500
Sept 21-Oct 4 Liquor Tastings	*per event	*per event
Number of people/tastings	2 tastings for 2 people	1 tasting for 2 people
Opportunity to make a recorded or live statement at each event	2 minutes	2 minutes
Verbal recognition at each event	✓	✓
Logo recognition on our website	✓	✓
Recognition on our social media channels	8 posts	4 posts
Logo recognition on online auction website	✓	✓
Recognition in Community Health Centre	logo	logo

There is one opportunity for an Event Sponsor for each of the 4 tastings

Sept. 24 - Cross-Canada Live Online Winemakers' Event with Michael Bartier of BC's Bartier Bros. and Paul Pender of Ontario's Tawse Winery, two of Canada's finest award-winning winemakers.

Food pairing - charcuterie & cheese platters prepared by Great Events Catering

Sept. 27 - Online Winemakers' Sunday Lunch with Filipa Pato & William Wouters Live from Portugal. Their philosophy is simple - create authentic wines without make-up that express the true nature of the vineyards.

Food pairing - Il Forno lunch for 2

Sept.29 - Online Event with Pearce-Predhomme - a collaboration between two of Canada's top wine professionals and top wine producers from around the world.

Food pairing - Pizza for 2 from Il Forno

Oct.2 - Finca Decero Live Online Winemaker's Dinner with Stephanie Morton-Small. Finca Decero has received international acclaim for producing some of the best and most distinctive wines from Argentina's Mendoza region.

Food pairing - Appetizer and mixed grill for 2 prepared by Great Events Catering

	Event Sponsor \$1000
Sept 21 Virtual Pour Art Class	
Number of participants	2
Verbal recognition at event	✓
Logo recognition on our website	✓
Recognition on our social media channels	2 posts
Logo recognition on online auction website	✓



COMMITMENT FORM

Business Name

Contact Name

Address

City

Province

Postal Code

Phone

Email

CASH SPONSORSHIP

Sponsorship Amount (\$)

AUCTION ITEM DONATIONS

Item Description

Value of Item (\$)

*no promotional items please. Note that auction item donations will receive sponsorship benefits up to 50% of the item value. Or, pledge to top up the amount the item is sold for to guarantee its cash value and in turn receive benefits for the full cash value of the item.

PLEASE NOTE: Because benefits are received in recognition of sponsorships, the value of benefits will be deducted from the amount eligible for charitable tax receipts.

I choose to opt out of all benefits in exchange for a full charitable tax receipt.

PAYMENT METHOD

- Cheque (payable to Airdrie Health Foundation)
- Cash
- Credit Card
- Gift-in-kind / Auction Item Donation

Submit completed forms to michellebates@airdriehealthfoundation.com

