

# SPONSORSHIP OPPORTUNITIES

*A night to support health care in Airdrie*



**11**<sup>th</sup> Annual

# LIGHT UP THE NIGHT GALA

*Luan*



OCTOBER 5, 2024

[airdriehealthfoundation.com](http://airdriehealthfoundation.com)

# invest in enhanced health care equipment and services in Airdrie

When you become a sponsor, you are making an investment in the health of our community.

The Airdrie Health Foundation was created after a five-year-old boy named Lane, suddenly became ill during the night. With the absence of 24-hour emergency medical care in Airdrie, Lane's parents were not able to access the help they needed to save their son. No family should have to deal with such a profound loss. A dangerous trip to the Didsbury Hospital in a massive snow storm a year later to seek care for another child, led the Bates family on a journey to prevent other families from such tragedies.

Co-founder, Michelle Bates and the AHF, alongside strong community voices, worked to successfully have Urgent Care become a 24-hour service on April 3, 2017. A significant milestone for the health of our community.

Airdrie Health Foundation continues to work in, with and for our community to raise critical funds for the Airdrie Community Health Centre including Urgent Care, Mental Health, Public Health and more. Funds are also raised to support high priority health care needs such as:

- A Crash Cart to ensure critical support for Urgent Care
- A Wound Chair to make procedures easier on patients in the Home Care Clinic
- An Ambulatory Blood Pressure Monitor to lower wait times for patients
- Pregnancy & Beyond Program that supports new moms and babies in their first days
- And more!

The Airdrie Health Foundation engages with all levels of government and Alberta Health Services as a strong community voice seeking a hospital to be built in Airdrie.

**TOGETHER WE CAN MAKE A DIFFERENCE**

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Scan the QR code to visit our community impact webpage for more information.



OCTOBER 5, 2024

# GALA INFORMATION

**October 5, 2024**

Town & Country Centre, Airdrie

Cocktails at 5:30 pm

Program starts at 6:30 pm

**Early bird tickets available until September 20, 2024**

\$150 per ticket / \$1,200 per table of 8

Regular tickets on sale September 21-28, 2024

\$175 per ticket / \$1,400 per table of 8

## GALA HIGHLIGHTS

- Luau style entertainment
- Raffles
- Connecting with community members focused on investing in local health care priorities

## LIVE AND SILENT AUCTION ITEMS

Both the live and silent auctions are a highlight for guests. Providing an item is a great way to showcase your business and its commitment to enhanced local healthcare. We welcome a variety of items and a happy to discuss your ideas for an amazing item for guest to bid on. Kindly refrain from discount coupons or promotional items.

Your business name will be listed on the auction bid sheets as well as in a thank you on the Airdrie Health Foundation social channels and website.

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**OCTOBER 5, 2024**

# SPONSORSHIP PACKAGES

	Diamond Head VIP Lounge	Island Dreamer	Memory Maker Photobooth	Lei Flower	Fire Dancer	Tiki Torch
<b>Value</b>	<b>\$7000</b>	<b>\$5000</b>	<b>\$4000</b>	<b>\$3500</b>	<b>\$2000</b>	<b>\$1000</b>
Number available	1	6	1	8	10	unlimited
Gala tickets	8	8	4	4	2	-
Speaking opportunity (minutes)	2	2	-	-	-	-
Premium table placement	✓	✓	✓	-	-	-
Naming Opportunity	✓	✓	✓	✓	-	-
Complimentary wine (bottles)	2	-	-	-	-	-
Table recognition	Logo	Logo	Logo	Name	-	-
Verbal recognition	✓	✓	✓	✓	-	-
Program recognition	Logo	Logo	Logo	Name	Name	-
Opportunity for banner display	✓	✓	✓	✓	✓	-
Social media Pre-event posts *dependent on date of agreement Includes Post-event Thank You	6	5	3	3	2	1
Website (Partner's Page) - 1 year	✓	✓	✓	✓	-	-
Recognition on Community Health Centre Poster	Logo	Logo	Logo	Name	Name	Name



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# EXCLUSIVE NAMING OPPORTUNITIES

## Diamond Head VIP Lounge

- Logo on all social posts, message in the event program

## Memory Maker Photobooth

- SOLD** • Logo on all photos

## Island Dreamer Exclusive Opportunities (6 available)

- Silent Auction – logo on silent auction bid sheets
- Live Auction – logo on bidding paddle
- Registration – logo on registration form
- SOLD** • Entertainment – opportunity to introduce entertainment
- SOLD** • Dinner – logo on all tables

## Lei Flower Exclusive Opportunities (8 available)

- SOLD** • Volunteers – logo on volunteer name badges
- Liquor Tasting – logo at liquor tasting table
  - Dessert/Midnight Snack – logo on signage at the snack tables
  - 50/50 Draw – logo on draw box and announced as draw sponsor
  - Ice Sculpture – logo on ice sculpture table
  - Other naming opportunities as needed

We welcome the opportunity to collaborate with you on unique ideas to help to elevate your company's commitment to health care right here in Airdrie.

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OCTOBER 5, 2024

# SPONSORSHIP COMMITMENT

- Diamond Head VIP Sponsor** - \$7000 (1 available)
- Island Dreamer Sponsor** - \$5000 (3 remaining)
- Memory Maker Photobooth Sponsor** - \$4000 (0 available)
- Lei Flower Sponsor** - \$3500 (7 remaining)
- Fire Dancer Sponsor** - \$2000 (9 remaining)
- Tiki Torch Sponsor** - \$1000 (unlimited)
- Live and/or Silent Auction Item(s)**

I/we are not able to be a sponsor, but would like to make a charitable gift\* in the amount of \$

**Item Description:**

**REGISTERED CHARITY NUMBER 804272847RR0001**

**Payment method:**

- Cheque (payable to Airdrie Health Foundation)
- Credit Card
- Gift in Kind/Auction item
- Cash

**Please note:** Sponsorships are sold on a first come, first serve basis. All marketing opportunities are time sensitive and can only be honoured with appropriate notice. The Airdrie Health Foundation is responsible for invoicing all sponsors for payment. Please include an .EPS and a high resolution .PNG file of your logo when securing your sponsorship.

\*Canada Revenue Agency (CRA) regulations allows receipts for cash donations, donations of goods and services and physical property only (fair market value. Gifts of service are not eligible for charitable tax receipts. Gift certificates are not eligible for charitable tax receipts, unless provided by a third-party. Cash donations will be receipted for the full amount.

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**OCTOBER 5, 2024**

# CONTACT DETAILS

Organization Name:

Primary Contact:

Email:

Phone:

Mailing Address:

City:

Province:

Postal Code:

Signature:

Date:

Indicate the naming opportunity for **Diamond Head, Island Dreamer, Memory Maker Photobooth** and **Lei Flower Sponsorship** as listed on page 5.



**11<sup>th</sup> Annual**  
**LIGHT UP THE NIGHT Gala**  
*Luan*



*For more information, or to confirm your sponsorship, please contact:*

**Michelle Bates**

Executive Director

michellebates@airdriehealthfoundation.com

587-580-9016

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