

Sponsorship Opportunities

# Sage Soirée



## *What Makes Hospice Calgary Critical?*

Hospice Calgary's mission is to help families and individuals achieve support, hope and well-being through compassionate end-of-life and bereavement care. Our team of professionals provides individual, family, and group counselling, as well as 24-hour compassionate end-of-life care. We have been supporting the Calgary community for over 35 years.

11<sup>TH</sup> ANNUAL EVENT

# *Sage Soirée*

*Calgary Golf &  
Country Club*

**November 2nd, 2023**



## *The Event*

Join us at the Calgary Golf and Country Club for an intimate, elegant evening with tasty food, touching stories, and a curated silent auction with something for everyone.

**6:00 PM** silent auction opens, cocktails and hors d'oeuvres

**7:00 PM** three-course dinner is served & program begins

**Get your bids in!**

**9:00 PM** silent auction closes

## *Why Sponsor Sage Soirée?*

Your sponsorship helps families and individuals throughout Southern Alberta continue to benefit from access to critical support and resources when they need them most.

You can show your compassion through your sponsorship. Highlight your organization's values through your connection to Hospice Calgary and Sage Soirée. Show that you want to support our community members as they face some of life's most difficult moments.

The sponsorship opportunities presented in this booklet are a starting point. We will work with you to find out how your organization wants to be part of our event! Together, we can develop a customized package for you.

Please be in touch to discuss gift-in-kind opportunities, such as media, wine and décor sponsor, or to donate items for the silent auction.

## *Past Sponsors:*

- McInnis & Holloway Funeral Homes
- Connect First Credit Union
- Bell MTS- Division of Bell Canada
- Calfrac
- Keyera
- SNC Lavalin
- AltaLink





# Sponsor Benefits at a glance



		Presenting Sponsor	Compassion Champion	Wellness Warrior	Child & Youth Hero
		10K	5K	2.5K	1.5K
PROMOTIONAL RECOGNITION	Logo is PRIMARY. Featured on all signage, print/digital materials, eblasts, and webpages	✓			
	Logo is SECONDARY. Mentioned on all signage, print/digital materials, eblasts, and webpages		✓	✓	
	Logo on all signage, print/digital materials, eblasts, and webpages				✓
	Logo on printed and digital Sage Soire 2023 event invitation	✓	✓	✓	✓
	Inclusion on Hospice Calgary donor wall and Community Report	✓	✓	✓	✓
DIGITAL RECOGNITION	Recognition on "Our Supporters" webpage for 12 months	✓	✓	✓	✓
	Logo on the 2023 Sage Soirée landing page	✓	✓	✓	✓
	Logo in all social media promotion for the 2023 Sage Soirée before and after event	✓			
	Logo on all 2023 Sage Soirée email blasts	✓	✓	✓	✓
	One feature article in Hospice Calgary newsletter	✓			
	One mention in Hospice Calgary newsletter		✓	✓	✓
EVENT EXPERIENCE	Branded centerpiece signage at complimentary table	✓			
	Complimentary tickets to the 2023 Sage Soirée	10	6	4	2
	Speaking opportunity during event program	✓			
	Verbal recognition during event program	✓	✓	✓	✓
	First right of refusal to sponsor the 2024 Sage Soirée	✓	✓	✓	✓
EVENT DAY PROMOTION	Logo featured on event signage	✓			
	Exclusive logo placement		Silent Auction Area	Bar Area & Cocktail Tables	
	Logo on sponsor board	✓	✓	✓	✓
	Logo on stage audio/visual screen	✓	✓	✓	✓

## Sage Soirée 2023 presented by [YOUR COMPANY NAME]

**Your company name and logo** will be prominently displayed on all marketing materials alongside Sage Soirée. In addition, this level entitles you to the proposed benefits outlined below and can be further customized based on **your company** priorities.

### This sponsor level includes:

#### Promotional Recognition

- » Your Logo with each mention of Sage Soirée in print and all other forms of media. Sage Soirée presented by YOUR-COMPANY-NAME. (aka co-branding)
- » Co-branding with your Logo featured on printed and digital event invitation
- » Inclusion on Hospice Calgary's donor wall and in the Community Report (distributed annually to over 4,500 people)

#### Digital Recognition

- » Recognition on "Our Supporters" webpage for 12 months
- » Co-branding on Sage Soirée landing page/ticket sales page
- » Co-branded on all Hospice Calgary's social media promotion before and after the event
- » Co-branding on all email blasts regarding the event
- » Featured story opportunity in Hospice Calgary Winter 2023 Newsletter (distributed to over 5,500 homes & email addresses)

#### Event Experience

- » 1 complimentary table (10 tickets valued at \$1,500)
- » Speaking opportunity during the evening program (~2 min.)
- » Verbal recognition during the evening program
- » Branded centerpiece signage at your complimentary guest table
- » First right of refusal to sponsor the 2024 Sage Soirée if confirmed by June 30th, 2024

#### Event Day Promotion

- » Co-branding featured prominently on all event signage
- » Highlighted as Presenting Sponsor on sponsor board
- » Branded title slide with large logo on the stage audio/visual screen

## Silent Auction Sponsor

This is a unique opportunity for **your company** to be highlighted throughout the silent auction area.

### This sponsor level includes:

#### Promotional Recognition

- » Your Logo with each mention of and the silent auction in print and all other forms of media
- » Logo featured on printed and digital event invitations as the silent auction sponsor
- » Inclusion on Hospice Calgary's donor wall and in the Community Report (distributed annually to over 4,500 people)

#### Digital Recognition

- » Recognition on "Our Supporters" webpage for 12 months
- » Co-branding on Sage Soirée landing page/ticket sales page as the silent auction sponsor
- » Logo and company mention on all email blasts regarding the event and silent auction
- » Mention in Hospice Calgary Winter 2023 Newsletter (distributed to over 5,500 homes and email addresses)

#### Event Experience

- » 6 complimentary tickets valued at \$990
- » Verbal recognition during the evening program as the silent auction sponsor
- » First right of refusal to sponsor the 2024 Sage Soirée if confirmed by June 30th, 2024

#### Event Day Promotion

- » Exclusive logo placement in the silent auction area
- » Logo on sponsor board(s)
- » Logo included on the stage audio/visual screen

## Cocktail Hour Sponsor

This is a unique opportunity for your company to be highlighted throughout the cocktail and reception lounge ahead of the seated portion of Sage Soirée.

### This sponsor level includes:

#### Promotional Recognition

- » Logo with each mention of Sage Soirée in print and all other forms of media
- » Logo featured on printed and digital event invitations
- » Inclusion on Hospice Calgary's donor wall and in the Community Report (distributed annually to over 4,500 people)

#### Digital Recognition

- » Recognition on "Our Supporters" webpage for 12 months
- » Logo on Sage Soirée landing page/ticket sales page as the cocktail hour sponsor
- » Logo and company mention on all email blasts regarding the event
- » Mention in Hospice Calgary Winter 2023 Newsletter (distributed to over 5,500 homes and email addresses)

#### Event Experience

- » 4 complimentary tickets valued at \$660
- » Verbal recognition during the evening program as cocktail hour sponsor
- » First right of refusal to sponsor the 2024 Sage Soirée if confirmed by June 30th, 2024

#### Event Day Promotion

- » Exclusive logo placement on bar area and cocktail tables
- » Logo on sponsor board(s)
- » Logo included on the stage audio/visual screen

**Recognition includes:****Promotional Recognition**

- » Logo with each mention of Sage Soirée in print and all other forms of media
- » Logo on printed and digital event invitations
- » Inclusion on Hospice Calgary's donor wall and in the Community Report (distributed annually to over 4,500 people)

**Digital Recognition**

- » Recognition on "Our Supporters" webpage for 12 months
- » Logo on Sage Soirée landing page/ticket sales page
- » Logo on all email blasts regarding the event
- » Mention in Hospice Calgary Winter 2023 Newsletter (distributed to over 5,500 homes and email addresses)

**Event Experience**

- » 2 complimentary ticket valued at \$330
- » Verbal recognition during the evening program
- » First right of refusal to sponsor the 2024 Sage Soirée if confirmed by June 30th, 2024

**Event Day Promotion**

- » Logo on sponsor board(s)
- » Logo included on the stage audio/visual screen

# Let's Talk About Your Options

This partnership can help position your organization for enhanced awareness, and shows your staff and clients how you support vulnerable community members.

Please tell us how we can make sponsorship of the 2023 Sage Soirée work for you.

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*Sage  
Soirée*

More info at:  
[hospicecalgary.ca/events/soirée](https://hospicecalgary.ca/events/soirée)

