



Hospice Calgary

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.

12TH ANNUAL EVENT

Sage Soirée

*Calgary Golf &
Country Club*

November 7th, 2024



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.

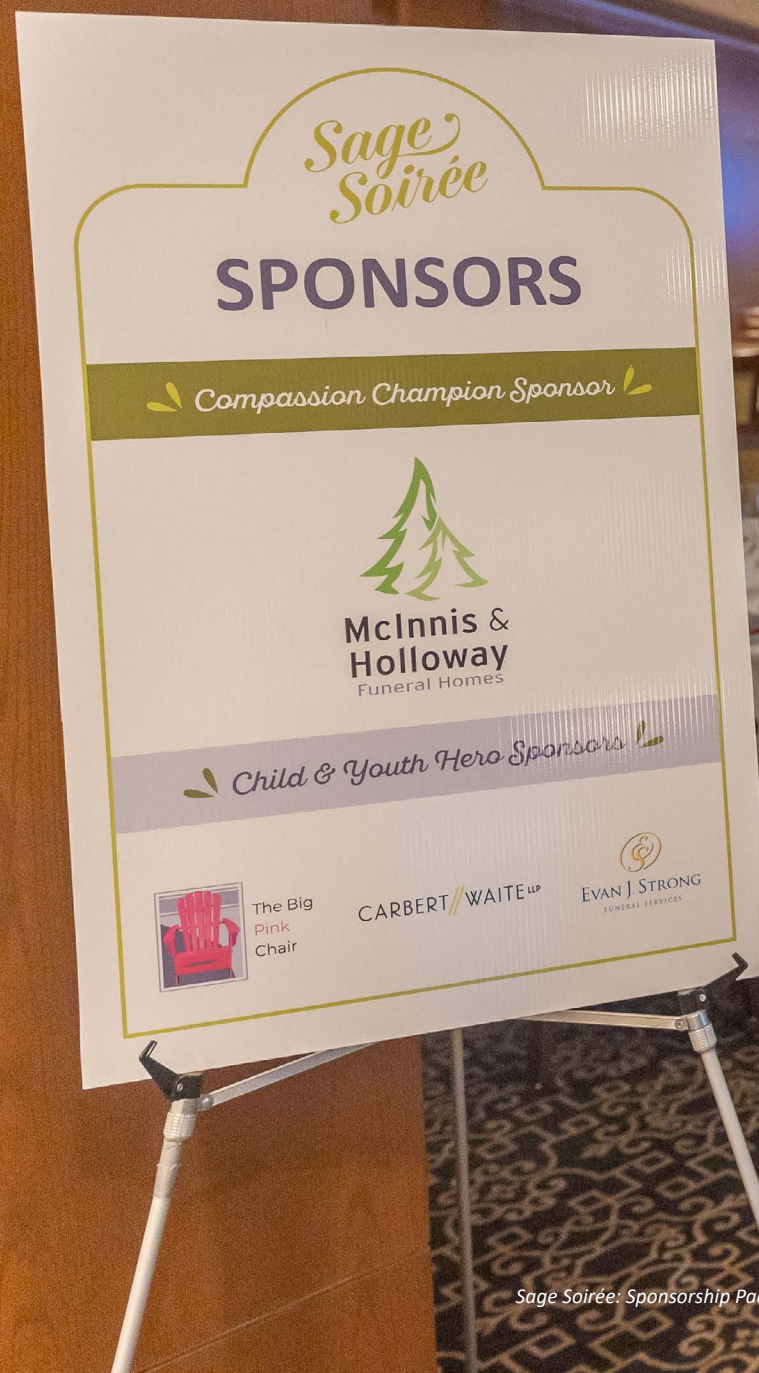
You can show your compassion through your sponsorship. Highlight your organization's values through your connection to Hospice Calgary and Sage Soirée. Show that you want to support our community members as they face some of life's most difficult moments.

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
- AltaLink
- The Big Pink Chair
- Carbert Waite LLP
- Connect First Credit Union
- Evan J. Strong Funeral Services





Sponsor Benefits at a glance



Hospice Calgary

		Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
		10K	5K	2.5K	1.5K
RECOGNITION	Logo is CO-BRANDED WITH EVENT LOGO on event webpage, event emails, & post-event thank you video	✓			
	Logo is PRIMARY on event webpage, event emails, & post-event thank you video		✓		
	Logo is SECONDARY on event webpage, event emails, & post-event thank you video			✓	✓
	Co-branding with event logo on printed and digital event invitations	✓			
	Co-branding with event logo in all social media promotion for the event	✓			
	Speaking opportunity in post-event thank you video	✓			
	Recognition on "Our Supporters" webpage for 12 months	✓	✓	✓	✓
	Recognition on Hospice Calgary's Donor Wall and Community Report	✓	✓	✓	✓
	Recognition on digital display in Hospice Calgary's SE office for 3 months	✓	✓	✓	✓
EVENT EXPERIENCE	★ Complimentary tickets to the 2024 Sage Soirée ★	10	6	4	2
	Verbal recognition during evening program	✓	✓	✓	✓
	Speaking opportunity during evening program	✓			
EVENT DAY PROMOTION	Branded centerpiece signage at complimentary table	✓			
	Logo is CO-BRANDED WITH EVENT LOGO on event program, sponsor sign & digital presentation	✓			
	Logo is PRIMARY on event program, sponsor sign & digital presentation		✓		
	Logo is SECONDARY on event program, sponsor sign & digital presentation			✓	✓

Sage Soirée 2024 presented by [YOUR COMPANY NAME]

Your company name or logo will be co-branded with the Sage Soirée event logo on all marketing materials.

This sponsor level includes:

Recognition

- » Your logo is CO-BRANDED with the Sage Soirée event logo on the event webpage, event emails, & post-event thank you video. Sage Soirée presented by [YOUR COMPANY NAME]
- » Your logo is CO-BRANDED with the Sage Soirée event logo on printed and digital event invitation
- » Your logo is CO-BRANDED with the Sage Soirée event logo in all social media promotion for the event
- » Speaking opportunity in post-event thank you video
- » Recognition on “Our Supporters” webpage (*for 12 months*)
- » Recognition on Hospice Calgary’s Donor Wall
- » Recognition in Hospice Calgary’s Community Report
- » Recognition on digital display in Hospice Calgary’s SE office (*for 3 months*)

Event Experience

- » 10 complimentary tickets (1 table valued at ~\$1,500)
- » Speaking opportunity during the evening program (~2 min.)
- » Verbal recognition during the evening program as the presenting sponsor

Event Day Promotion

- » Branded centerpiece signage on complimentary table at our Sage Soirée event
- » Your logo is CO-BRANDED with the Sage Soirée event logo on the event program, sponsor sign, and digital presentation at our Sage Soirée event

The benefits outlined above can be further customized based on your company priorities.

Silent Auction Sponsor

This is a unique opportunity for **your company** to have exclusive logo placement throughout the silent auction area at our Sage Soirée event.

This sponsor level includes:

Recognition

- » Your logo is PRIMARY on the event webpage, event emails, & post-event thank you video
- » Recognition on “Our Supporters” webpage *(for 12 months)*
- » Recognition on Hospice Calgary’s Donor Wall
- » Recognition in Community Report
- » Recognition on digital display in Hospice Calgary’s SE office *(for 3 months)*
- » Mention in multiple social media posts

Event Experience

- » 6 complimentary tickets (valued at ~\$1000)
- » Verbal recognition during the evening program as the silent auction sponsor

Event Day Promotion

- » Exclusive logo placement in the silent auction area at our Sage Soirée event
- » Your logo is PRIMARY on the event program, sponsor sign, and digital presentation at our Sage Soirée event

The benefits outlined above can be further customized based on your company priorities.

Cocktail Hour Sponsor

This is a unique opportunity for **your company** to have exclusive logo placement throughout the bar area and on cocktail tables at our Sage Soirée event.

This sponsor level includes:

Recognition

- » Your logo is SECONDARY on the event webpage, event emails, & post-event thank you video
- » Recognition on “Our Supporters” webpage *(for 12 months)*
- » Recognition on Hospice Calgary’s Donor Wall
- » Recognition in Community Report
- » Recognition on digital display in Hospice Calgary’s SE office *(for 3 months)*
- » Mention in multiple social media posts

Event Experience

- » 4 complimentary tickets (valued at ~\$660)
- » Verbal recognition during the evening program as the cocktail hour sponsor

Event Day Promotion

- » Exclusive logo placement in the bar area & on cocktail tables at our Sage Soirée event
- » Your logo is SECONDARY on the event program, sponsor sign, and digital presentation at our Sage Soirée event

The benefits outlined above can be further customized based on your company priorities.

This sponsor level includes:**Recognition**

- » Your logo is SECONDARY on the event webpage, event emails, & post-event thank you video
- » Recognition on “Our Supporters” webpage *(for 12 months)*
- » Recognition on Hospice Calgary’s Donor Wall
- » Recognition in Community Report
- » Recognition on digital display in Hospice Calgary’s SE office *(for 3 months)*
- » Mention in multiple social media posts

Event Experience

- » 2 complimentary tickets (valued at ~\$330)
- » Verbal recognition during the evening program

Event Day Promotion

- » Your logo is SECONDARY on the event program, sponsor sign, and digital presentation at our Sage Soirée event

The benefits outlined above can be further customized based on your company priorities.

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 2024 Sage Soirée work for you.

Kelsey Murdoch

Director of Marketing & Fund Development

P: 403-263-4525 ext. 203

E: Kelsey.Murdoch@hospicecalgary.ca

*Sage
Soirée*

More info at:
hospicecalgary.ca/events/sagesoiree

