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2020 SPONSORSHIP PACKAGE

CEREBRAL PALSY ALBERTA'S GALA IS NOW IN ITS 14TH YEAR!

The **HUSH Gala** is the CPAA's largest fundraiser. It brings together the three pillars of our society – business, community and government to celebrate joining forces to make a difference in the lives of children and adults with cerebral palsy and other disabilities.

We request your support because we believe that you too are invested in a Calgary in which persons with disabilities are a part of building strong communities. Your support will not only recognize you as an invested community leader but will also enable the inclusion of persons with disabilities in every facet of society, from the web to the workplace, from the classroom to the community.

This event contributes to strengthening the non-profit sector in Alberta by reaching a broad and diverse audience and encouraging collaboration between the sectors of our society that benefit the whole community.

The HUSH Gala would not be possible without the support from our sponsors.

This year, we are pleased to announce several opportunities for sponsorship, outlined in the attached page, with both marketing and promotional benefits. It is with the support of organizations like yours that we can make these events possible and help individuals with cerebral palsy and other disabilities live a Life Without Limits.

To inquire about supporting the 2020 HUSH Gala contact:

Nicole Langton, Senior Development Manager

nlangton@cpalberta.com or (403) 219-3604

Please visit our event website - www.hushgala.com - for more information or to submit your sponsorship commitment form electronically.



MAY 9TH, 2020



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BENEFIT	DIAMONDS ARE FOREVER \$6000	GOLDENEYE \$5000	CASINO ROYALE \$4000	SKYFALL \$3500	FOR YOUR EYES ONLY \$2500	THE LIVING DAYLIGHTS \$1000
Logo on marketing materials & signage as "Presented By"	✓					
Reserved VIP seating with access to the Secret Agents' Lounge & Top-Secret amenities for:	12	10	8	6	4	2
VIP parking for up to:	4 cars	3 cars	2 cars	2 cars	1 car	
Opportunity to address guests	✓					
Message in the evening program	✓					
Logo on the bidding tablets	✓	✓				
Logo on Secret Agents' Lounge signage	✓		✓			
Logo on Candy Bar signage	✓					✓
Logo on all event screens	✓	✓	✓	✓		
Logo in the evening program	✓	✓	✓	✓	✓	
Logo on table signage	✓	✓	✓	✓	✓	
Emcee thank you during evening program	✓	✓	✓	✓	✓	✓
Logo on event backdrop	✓	✓	✓	✓	✓	✓
Thank you & promotion of your company via CPAA social media	✓	✓	✓	✓	✓	✓
Logo & link to your website on www.hushgala.com	✓	✓	✓	✓	✓	✓
Name on www.cpalberta.com	✓	✓	✓	✓	✓	✓
Name in our annual report	✓	✓	✓	✓	✓	✓
Name in the post-event thank you in CPAA's eJourneys	✓	✓	✓	✓	✓	✓

In-Kind Sponsorship with Brand Category Exclusivity available for media/advertising, décor, print, audio/visual and photography. The value and recognition for the In-Kind Sponsorship will be customized.





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DIAMONDS ARE FOREVER - PRESENTING SPONSOR \$6,000

BRAND RECOGNITION

- Logo on marketing materials & signage as Presented By (where possible)
- Logo on all media materials (where possible)
- Logo & link to your website on the event website (hushgala.com)
- Logo in the post-event thank you in our *eJourneys* publication (distribution of 5,500 emails)
- Name on website (cpalberta.com)
- Name in our annual report
- Thank you & promotion of your company via our social media outlets (10,200 followers)
**First right of refusal as the annual presenting sponsor in sub-sequent years*

GUEST BENEFITS

- VIP reserved seating for 12 people with access to the Secret Agents' Lounge & Top-Secret amenities
- VIP parking for up to 4 vehicles
- Additional tables can be purchased for a special discounted price (upon request)

EVENT ACKNOWLEDGMENTS

- Logo on the bidding tablets in the room
- Message in the evening program
- Opportunity to address guests at the event
- Logo on all event screens
- Logo on photo backdrop & event night signage
- Logo in the evening program (with prominent placement)
- Logo on your table signage
- Emcee thank you during evening program





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GOLDEN EYE - INTERACTIVE AUCTION SPONSOR \$5,000

BRAND RECOGNITION

- Logo & link to your website on the event website (hushgala.com)
- Logo in the post-event thank you in our *eJourneys* publication (distribution of 5,500 emails)
- Name on website (cpalberta.com)
- Name in the annual report
- Thank you & promotion of your company via our social media outlets (10,200 followers)

GUEST BENEFITS

- VIP reserved seating for 10 people with access to the Secret Agents' Lounge & Top-Secret amenities
- VIP parking for up to 3 vehicles

EVENT ACKNOWLEDGMENTS

- Logo on over 100 live/silent auction bidding devices
- Logo on all event screens
- Logo on photo backdrop & event night signage
- Logo in the evening program
- Logo on your table signage
- Emcee thank you during evening program

CASINO ROYALE – VIP LOUNGE SPONSOR \$4,000

BRAND RECOGNITION

- Logo & link to your website on the event website (hushgala.com)
- Name on website (cpalberta.com)
- Logo in the post-event thank you in our *eJourneys* publication (distribution of 5,500 emails)
- Name in the annual report
- Thank you & promotion of your company via our social media outlets (10,200 followers)





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GUEST BENEFITS

- VIP reserved seating for 8 people with access to the Secret Agents' Lounge & Top-Secret amenities
- VIP parking for up to 2 vehicles

EVENT ACKNOWLEDGMENTS

- Logo on VIP Secret Agents' Lounge signage
- Logo on all event screens
- Logo on photo backdrop & event signage
- Logo in the evening program
- Logo on your table signage
- Emcee thank you during evening program

SKYFALL - ENTERTAINMENT SPONSOR \$3,500

BRAND RECOGNITION

- Logo & link to your website on the event website (hushgala.com)
- Name on website (cpalberta.com)
- Logo in the post-event thank you in our *eJourneys* publication (distribution of 5,500 emails)
- Name in the annual report
- Thank you & promotion of your company via our social media outlets (10,200 followers)

GUEST BENEFITS

- VIP reserved seating for 6 people with access to the Secret Agents' Lounge & Top-Secret amenities
- VIP parking for 2 vehicles

EVENT ACKNOWLEDGMENTS

- Logo on all event screens
- Logo in the evening program
- Logo on your table signage
- Emcee thank you during evening program





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FOR YOUR EYES ONLY - TABLE SPONSOR \$2,500

BRAND RECOGNITION

- Logo & link to your website on the event website (hushgala.com)
- Name on website (cpalberta.com)
- Logo in the post-event thank you in our *eJourneys* publication (distribution of 5,500 emails)
- Name in the annual report
- Thank you & promotion of your company via our social media outlets (10,200 followers)

GUEST BENEFITS

- VIP reserved seating for 4 people with access to the Secret Agents' Lounge & Top-Secret amenities
- VIP parking for 1 vehicle

EVENT ACKNOWLEDGMENTS

- Logo in the evening program
- Logo on your table signage
- Emcee thank you during evening program

THE LIVING DAYLIGHTS - CANDY BAR SPONSOR \$1,000

BRAND RECOGNITION

- Logo & link to your website on the event website (hushgala.com)
- Name on website (cpalberta.com)
- Logo in the post-event thank you in CPAA's *eJourneys* publication (distribution of 5,500 emails)
- Name in the annual report
- Thank you & promotion of your company via our social media outlets (10,200 followers)





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GUEST BENEFITS

- VIP reserved seating for 2 people with access to the Secret Agents' Lounge & Top-Secret amenities

EVENT ACKNOWLEDGMENTS

- Logo on Candy Bar signage
- Logo in the evening program
- Logo on your table signage
- Emcee thank you during evening program





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SPONSORSHIP COMMITMENT FORM

- | | |
|---|---|
| <input type="checkbox"/> DIAMONDS ARE FOREVER \$6,000 | <input type="checkbox"/> SKYFALL \$3,500 |
| <input type="checkbox"/> GOLDEN EYE \$5,000 | <input type="checkbox"/> FOR YOUR EYES ONLY \$2,500 |
| <input type="checkbox"/> CASINO ROYALE \$4,000 | <input type="checkbox"/> THE LIVING DAYLIGHTS \$1,000 |

Individual tickets are available for purchase at www.hushgala.com

I am unable to attend the event but would like to make a donation to the CPAA of \$_____ (Donations are eligible for a tax receipt)

Company Name: _____

Contact First & Last Name: _____

Address: _____

City/Prov/Postal: _____

Phone: _____ Email: _____

Payment

- Please invoice
- Mailing a cheque – Please make payable to the Cerebral Palsy Association in Alberta
- Credit Card

Credit Card Type (circle one): VISA AMEX MASTERCARD

Card Number: _____

Expiry: _____ CSC: _____

Name on Card: _____

Signature: _____

Please return completed form to:
Nicole Langton, Senior Development Manager
nlangton@cpalberta.com

