



THE
TODAY
CENTRE

Family violence help starts today

Illuminating Hope

GARDEN COCKTAIL PARTY

The Muttart Conservatory - Friday, June 2, 2023

SPONSORSHIP PACKAGE



THE TODAY CENTRE

The Today Centre (The Today Family Violence Help Centre) serves Edmonton and surrounding communities providing immediate help and guidance for any adult impacted by family violence as well as education about family violence for those in the social services sector and broader community. Regardless of gender, sexual orientation, ethnicity, culture, socioeconomic status, or situation, we provide victims and survivors of violence a safe, confidential, and comforting environment where they can share their story and receive help to determine the next steps in their healing journey.

ILLUMINATING HOPE

For this event, we've selected the theme "Illuminating Hope," reminding people how important the work The Today Centre does in the prevention and education of family violence in our community and beyond.

For victims-survivors of family violence, "Illuminating Hope" is a reminder that they are not alone in their fear, uncertainty, and trauma. A reminder that there is help for them and their unique experiences. A reminder that there are experienced professionals at The Today Centre who are able to walk alongside them and illuminate the path towards healing.

Guests will enjoy an array of Hors D'oeuvres hand-picked by the wonderful staff with Café Bloom at the Muttart, the opportunity to bid on silent auction items, win a door prize, enjoy the Muttart pyramids, and taste a selection of locally handcrafted wine and spirits with a signature welcome cocktail.

Friday, June 2, 2023
Doors Open 7:00 PM

The Muttart Conservatory
9626 - 96A Ave NW

Free Parking

SPONSORSHIP OPPORTUNITIES

Thank you for your interest in supporting The Today Centre's 2023 Illuminating Hope Garden Cocktail Party. Following this page are the financial and in-kind sponsorship opportunities we have available, so please take some time to look them over and let us know which ones appeal to you.

We want to note that although these sponsorship levels appear 'exclusive', there are many options for creating multi-supporter sponsorships in increments of the listed cost, it just depends on which option is purchased first. Our main goal is to work with you and find an option that best suits your needs, as everything is negotiable and we appreciate your ideas. Please note that our presenting sponsor is the only package exclusive to one supporter.

We look forward to connecting with you and developing a long-lasting and mutually beneficial partnership that will help raise awareness for The Today Centre's programs and services and positively impact those experiencing family violence.

Financial Sponsorship Opportunities

Linda Kelly (linda.kelly@thetodaycentre.ca)

In- Kind Sponsorship Opportunities

Shay Notenbomer (communications@thetodaycentre.ca)



FINANCIAL SPONSORSHIPS

The "Purple Iris" Presenting Sponsor- \$7,500 (1 Available)

The purple iris symbolizes wisdom, hope, and faith. Our hope for this event is that all those who attend will leave with a profound hope in the work we do and may be enlightened in the knowledge they have about us and our impact.

- **Gratitude**
 - 6 tickets to the event
 - Opportunity to address the audience for up to 3-minutes during the program
- **Event Recognition**
 - Verbal recognition by the MC as the exclusive "Purple Iris Presenting Sponsor"
 - Visual recognition using name +/- logo on the event signage and event program
- **Acknowledgement**
 - Full-screen acknowledgement in the event video loop
 - Logo acknowledgement and link on our website
 - Mention in all event-related posts on social media as the "Purple Iris Presenting Sponsor"
 - Mention in all media opportunities as the "Purple Iris Presenting Sponsor"
 - Mention in an e-newsletter article following the event

The "Wild Flower" Hors D'Oeuvres & Welcome Cocktail Sponsor- \$5,500 (1 Available)

Like the taste of certain dishes, wild flowers are often used as symbols to spark memories. Our hope is that our selection of food will do just that for our guests - spark memories associated with positive feelings and belonging in community.

- **Gratitude**
 - 4 tickets to the event
 - On-table signage at food and welcome cocktail stations
- **Event Recognition**
 - Verbal recognition by the MC as the exclusive "Wild Flower Hors D' Oeuvres & Welcome Cocktail Sponsor"
 - Visual recognition using name +/- logo on the event signage and event program
- **Acknowledgement**
 - Logo acknowledgement in the event video loop
 - Logo acknowledgement and link on our website
 - Inclusion in 1-before and 1-after event social media post
 - Mention in an e-newsletter article following the event

The "Snap Dragon" Entertainment Sponsor- \$3,500 (1 Available)

Like many of those we service, snap dragons begin their growth in rocky areas. Through graciousness, perseverance, and determination, these flowers are able to grow in the toughest of places. Our hope for our clients is that out of their rocky experiences, there may be growth, perseverance, and graciousness.

- **Gratitude**
 - 3 tickets to the event
 - Signage in our entertainment locations
- **Event Recognition**
 - Verbal recognition by the MC as the exclusive "Snap Dragon Entertainment Sponsor"
 - Visual recognition using name +/- logo on the event signage and event program
- **Acknowledgement**
 - Logo acknowledgement in the event video loop
 - Logo acknowledgement and link on our website
 - Inclusion in 1-before and 1-after event social media post
 - Mention in an e-newsletter article following the event



FINANCIAL SPONSORSHIPS

The "Yarrow Flower" Photography Sponsor- \$2,500 (1 Available)

Yarrow flowers are symbols of bravery and courageousness. The acts of reaching out, seeking help, and connecting to resources and support services take a great deal of bravery for our clients. The yarrow flower honours the courage that our clients exemplify.

- **Gratitude**
 - 2 tickets to the event
- **Event Recognition**
 - Verbal recognition by the MC as the exclusive "Yarrow Flower Photography Sponsor"
 - Visual recognition using name +/-or logo on the event signage and event program
- **Acknowledgement**
 - Logo acknowledgement in the event video loop
 - Logo acknowledgement and link on our website
 - Inclusion in 1-before and 1-after event social media post
 - Mention in an e-newsletter article following the event

The "Gladiolus" Venue Sponsor - \$2,000 (1 Available)

The gladiolus represents strength of character, faithfulness, and integrity. For many of our clients, resistance to abuse is a way for them to remain safe. Like the gladiolus, these acts of resistance represent their strength of character and their ability to persevere despite their situation.

- **Gratitude**
 - 1 ticket to the event
- **Event Recognition**
 - Verbal recognition by the MC as the exclusive "Gladiolus Venue Sponsor"
 - Visual recognition using name +/-or logo on the event signage and event program
- **Acknowledgement**
 - Logo acknowledgment in the event video loop
 - Logo acknowledgment and link on our website
 - Inclusion in 1-before and 1-after event social media post
 - Mention in an e-newsletter article following the event

The "Magnolia" Décor Sponsor- \$2,000 (1 Available)

Magnolias symbolize luck and stability. These flowers represent how The Today Centre acts as a place of stability, safety, and reliance for those experiencing family violence.

- **Gratitude**
 - 1 ticket to the event
- **Event Recognition**
 - Verbal recognition by the MC as the exclusive "Magnolia Décor Sponsor"
 - Visual recognition using name +/-or logo on the event signage and event program
- **Acknowledgement**
 - Logo acknowledgement in the event video loop
 - Logo acknowledgement and link on our website
 - Inclusion in 1-before and 1-after event social media post
 - Mention in an e-newsletter article following the event





FINANCIAL SPONSORSHIPS

The "Peony" Beverage Sponsor- \$1,500 (1 Available)

When sharing a drink with each other, we often cheer to the good luck and prosperity of our group or the space we are occupying. This is why we chose the pink peony as our beverage sponsor, which represents good luck and prosperity for all.

- **Gratitude**

- On-table signage at the beverage station

- **Event Recognition**

- Verbal recognition by the MC as the exclusive "Peony Beverage Sponsor"
- Visual recognition using name +/-or logo on the event signage and event program

- **Acknowledgement**

- Logo acknowledgement in the event video loop
- Logo acknowledgement and link on our website
- Inclusion in 1-before and 1-after event social media post
- Mention in an e-newsletter article following the event

The "Red Iris" Floral Sponsor- \$750 (1 Available)

The red iris symbolizes security, passion, and faithfulness, particularly in romantic relationships. The red iris represents the desire we have for our clients to become aware they are deserving of security, passion, and faithfulness in their relationships.

- **Gratitude**

- Signage by floral arrangements

- **Event Recognition**

- Verbal recognition by the MC as the exclusive "Red Iris Floral Sponsor"
- Visual recognition using name +/-or logo on the event signage

- **Acknowledgement**

- Logo acknowledgment in the event video loop
- Logo acknowledgment and link on our website
- Inclusion in 1-before and 1-after event social media post

The "Yellow Alder" Experience Sponsor- \$250 (15 Available)

Often the act of learning is referred to as an 'awakening of the mind'. One of the foundations of our services is education on family violence, whether that is to the public or with our clients. The yellow alder, symbolizing an 'awakening in the mind', represents those efforts.

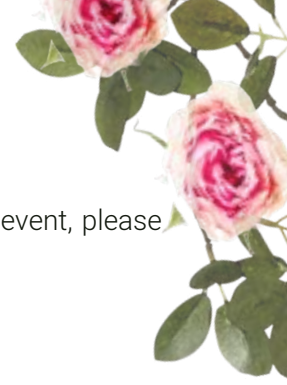
- **Event Recognition**

- Visual recognition using name +/-or logo on the event signage

- **Acknowledgement**

- Logo acknowledgement in the event video loop
- Logo acknowledgement and link on our website

OTHER WAYS TO SUPPORT



- **In-Kind Sponsorship**

- If you or your business, has a product or service that you would like to offer in support of the event, please reach out and we can build a custom in-kind donation opportunity for you.
 - **Promotional Materials**
 - **Printing services**
 - **Media Advertising**
 - **AV Equipment**

- **Silent Auction Items**

- Provide an item for our silent auction. This could be a tangible item or an experience package.

- **Donate a Door Prize**

- Provide a door prize or gift basket opportunity for our guests to enter and win.

Yes! I am interested in providing an in-kind sponsorship/donation for The Today Centre's Illuminating Hope Garden Cocktail Party.

- **Purchase Tickets to the Event**

- Your ticket purchase goes directly towards supporting the services we offer at The Today Centre.

- **Pay It Forward**

- Pay it forward by purchasing extra tickets for another guest to attend.

- **Dual Sponsorship Opportunity**

- A sponsorship opportunity pairing our Illuminating Hope Garden Cocktail Party and our Help Today, Hope Tomorrow Fundraising Breakfast in the fall. Purchase sponsorships for both at a bundled price.

- **Share the Event With Others**

- Share the event by word of mouth or on social media by reposting our event marketing.

- **Donate to Support The Today Centre at thetodaycentre.ca/donate-form**

Contact for Financial Sponsorships

Linda Kelly

linda.kelly@thetodaycentre.ca

(780) 392-3262

Contact for In-Kind Sponsorships

Shay Notenbomer

communications@thetodaycentre.ca

(780) 392-3260



SPONSORSHIP AGREEMENT

Yes! We would like to sponsor The Today Centre's Illuminating Hope Garden Cocktail Party
 (please indicate the chosen sponsorship level from the chart below)

SPONSORSHIP- FINANCIAL

X for Selection	Sponsorship Package	Cost	# Available	Open to multi sponsors?	Status	Sponsor Name
	Purple Iris Presenting Sponsor	\$7500	1	No	Open	
	Wild Flower Hors D'oeuvres & Welcome Cocktail Sponsor	\$5500	1	Yes	Open	
	Snap Dragon Entertainment Sponsor	\$3500	1	Yes	Open	
	Yarrow Flower Photography Sponsor	\$2500	1	Yes	Open	
_____	Gladiolus Venue Sponsor	\$2000	0	Yes	Closed	_____
	Magnolia Décor Sponsor	\$2000	1	Yes	Open	
	Peony Beverage Sponsor	\$1500	1	Yes	Open	
	Red Iris Floral Sponsor	\$750	1	Yes	Open	
	Yellow Alder Experience Sponsor	\$250	15 13	Yes	Open	

"Hope is being able to see that there is light despite all of the darkness."

- Desmond Tutu

STATEMENT OF TRUST



SPONSOR TO PROVIDE

- Financial sponsorship contribution and/or in-kind donation of goods and/or services payable upon acceptance of sponsorship.
- Corporate logo in a vector-based eps format is preferred. We can also accept a high resolution JPEG or PNG (min. 300 dpi).
- Please send completed sponsorship agreement , statement of trust, and logo to linda.kelly@thetodaycentre.ca

CONTACT INFORMATION

Business/Individual Name: _____

Address: _____ City: _____ PC: _____

Company Phone: _____ Website: _____

Contact Person: _____ Position: _____

Cell Number: _____ Contact Email: _____

TERMS

Having thoroughly examined and read the documents with the 'Illuminating Hope Garden Cocktail Party' Sponsorship package put forth by The Today Centre, I so hereby agree to provide the sponsorship in accordance with these documents and do hereby agree to accept the terms and conditions as described and laid out in the sponsorship agreement.

Business/Individual Name: _____

Sponsorship Level/Name: _____ Date: _____

Total Amount: \$ _____ In-Kind Value Amount: \$ _____

Name (Printed): _____ Signature: _____

The Today Centre: _____ Signature: _____

Date Signed: _____

Thank you for sponsoring our first-ever Illuminating Hope Garden Cocktail Party!
Please send a completed sponsorship agreement, statement of trust, and logo to Linda Kelly at linda.kelly@thetodaycentre.ca.

