

sponsorship

PACKAGE

2021



RAISING

spirits

YYC





TOBY COWX

Founder of Raising Spirits

a message from our *founder*

Helpless is a feeling parents never want to feel when their kids need them. However, it is a feeling I have personally experienced. My daughter became ill. I couldn't tell her why she was sick or that I could protect her or make her better or even when she could come home from the Hospital.

Can you imagine parents telling kids they are sick and you don't know when they can come home? How about telling your child they are dying? Yet this happens at Alberta Children's Hospital all the time.

Anything we can do on our own to help provide hope and or comfort during distress is simply not enough. So we are asking you to please join us in doing what little we can to help. Show compassion, show kindness and help the Raising Spirits Committee to generate an ever increasing annual donation that has an impact.

We commit that 100% of your sponsor dollars go direct to the Alberta Children's Hospital. In fact just make the cheque out to them with a note that it is for "Raising Spirits 2020". We thank you for joining us and welcome you to the "Raising Spirits Team"!



who we are

Raising Spirits is a fundraiser that has supported the Alberta Children's Hospital Foundation to fund the highest priority needs of the hospital. In the past, this has included state of the art equipment, world class expertise, innovative research and family-centered care programs. We have grown exponentially since inception in 2017 and to date have raised over \$135,000. In 2019, we raised over \$70,000 towards the construction of a new Centre for Child and Adolescent Mental Health in Calgary. In 2020, we were unable to have the same large event and instead had to focus on virtual fundraising initiatives. Despite these unprecedented circumstances we were proud to raise \$43,000 in support of Acute at Home - a program that provides clinical and therapeutic care for young people who need help but don't need to be hospitalized, or who lack the ability to attend appointments.

looking ahead at our 2021 event

We're excited to gather again in small numbers for an intimate event in support of the Alberta Children's Hospital. Here is what this event looks like so far.



a unique night at Sub Rosa

The 2021 event will again take place at Sub Rosa in the heart of Downtown Calgary.



in support of the Alberta Children's Hospital

As always, 100% of sponsorship dollars of our Raising Spirits event will support initiatives for the Alberta Children's Hospital.



following all COVID-19 protocol

All COVID-19 Protocols as per AHS will be followed if applicable at the time of the event



the *cause*

Raising Spirits YYC is proud to support the Alberta Children's Hospital here in Calgary. The donations raised at our events are invested in family centred child health programs, specialized life-saving equipment and advanced pediatric research and education.

Our goal in 2019 was to raise \$25,000 with 100% of proceeds going towards the construction of a new Centre for Child and Adolescent Mental Health in Calgary. With the overwhelming support from our community we exceeded this goal and presented a cheque to the Alberta Children's Hospital Foundation in November 2019 for over \$70,000.

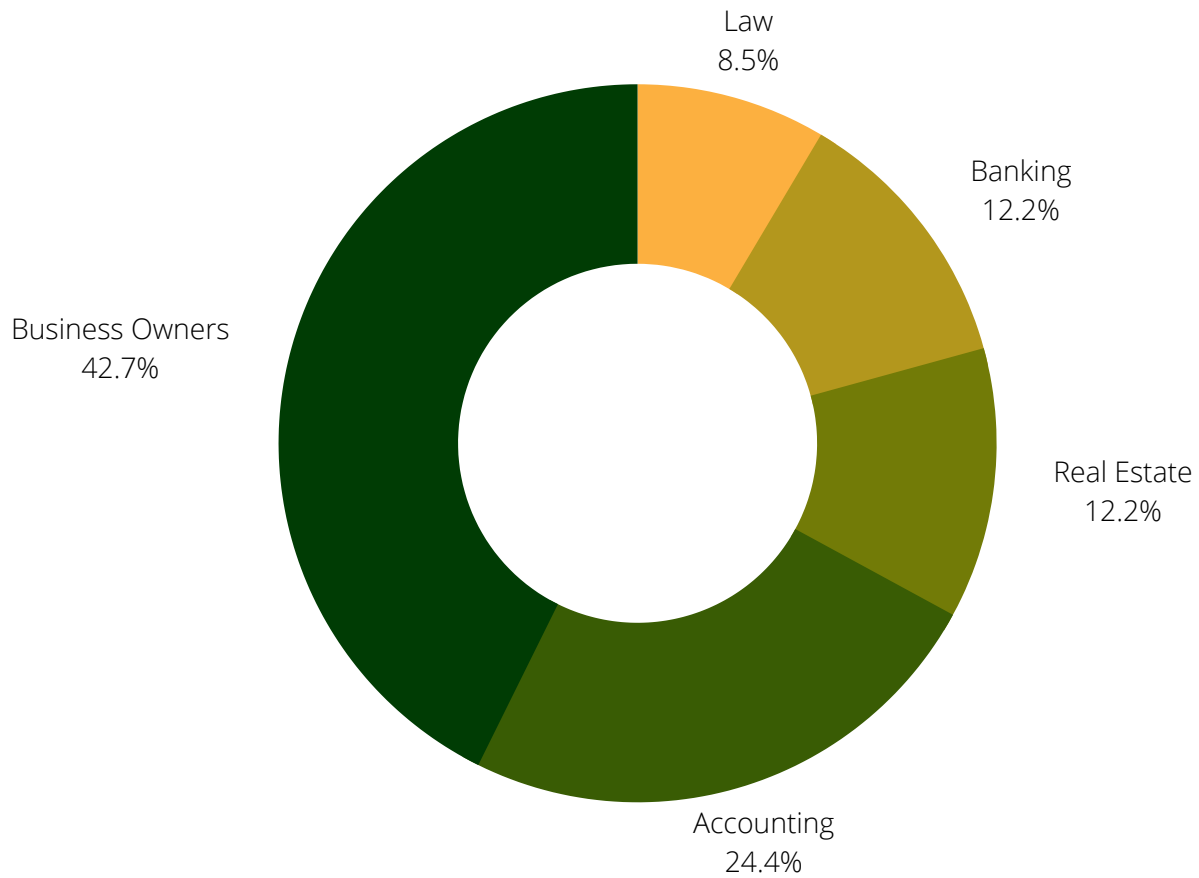
In 2020, we were able to raise \$43,000 virtually for the Alberta Children's Hospital Acute at Home program. Acute at Home supports children and adolescents who have an acute mental health disorder diagnosis and require immediate intensive intervention. These youth typically do not meet the criteria for hospitalization but often require more support than community-based treatments are able to provide.

This year, we are proud to be raising funds for Emerging Adults. With your help, AHS and UCalgary will transform the existing health care model to better support young people who are falling between the cracks of the pediatric and adult mental health care systems. Ultimately, this will include the creation of a new purpose-driven centre – a blend of virtual and physical space – that will provide nation-leading research-intensive care tailored for emerging adults and their families.



Alberta Children's Hospital

Raising Spirits *attendees*



A look back at prior year events shows an excellent mix of professionals from the business community. This ranged from business owners to lawyers, bankers and accountants. Making the event a great opportunity for marketing and to network with like-minded individuals.

our reach

Since inception in 2017 we have grown tremendously each year with the support from our community and individuals like you. We have contributed over \$135,000 to the Alberta Children's Hospital for a variety of high area needs.

● 2017 - 2020

250+ attendees
\$135,000 dollars raised

Raised \$71,000 in 2019
Raised \$43,000 in 2020

Our goal for 2021 is
\$75,000+



get involved

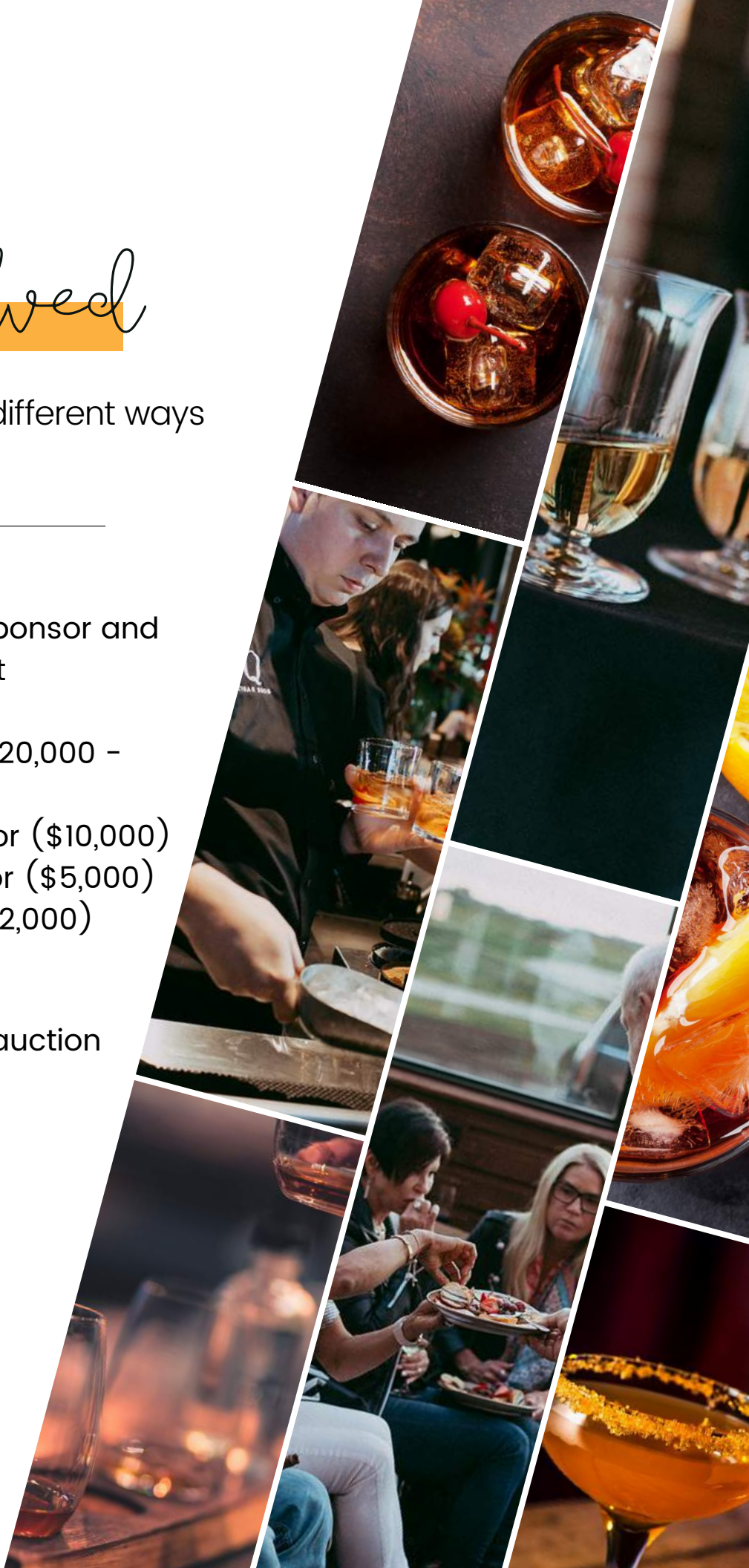
There are a number of different ways you can get involved:

1 Become an event sponsor and receive a tax receipt

- Title Sponsor (\$20,000 – \$50,000)
- Diamond Sponsor (\$10,000)
- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$2,000)

2 Provide an item for auction

3 Make a donation



title

sponsor

\$20,000 - \$50,000

- Name and logo placed on cheque
- Attend the cheque presentation ceremony
- Right of first refusal or renewal (for future years at \$50K)
- Speaking opportunity at the event
- Name and logo on social media and website
- Name and logo on signage at the event
- Name and logo on sponsor list
- Announced throughout the event
- Ability for booth setup at the event
- Access to Raising Spirits and Alberta Children's Hospital team
- Exclusive tour of the Alberta Children's Hospital
- Unlimited tickets to the event

diamond

sponsor

\$10,000

- Attend the cheque presentation ceremony
- Speaking opportunity at the event
- Name and logo on social media, website
- Name and logo on signage at the event
- Name and logo on sponsor list
- Announced throughout the event
- Booth setup at the event
- Access to Raising Spirits and Alberta Children's Hospital team
- Tour of the Alberta Children's Hospital
- 25 tickets to the event

platinum

sponsor

\$5,000

- Name and logo on social media, website
- Name and logo on Signage at the event
- Name and logo on donation list
- Announced throughout the event
- Access to Raising Spirits and Alberta Children's Hospital team
- 20 tickets to the event

gold

sponsor

\$2,000

- Name and logo on social media, website
- Name and logo on Signage at the event
- Name and logo on donation list
- Announced throughout the event
- Access to Raising Spirits team
- 10 tickets to the event



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