

Syncrude
PRESENTS

25th Anniversary
FASHION with
COMPASSION



compassionhouse.org/fwc

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SPONSORSHIP PACKAGE

Sorrentino's Compassion House

A haven for women battling cancer.

Imagine having to leave your home, friends and family to travel for cancer treatment. It can be physically, emotionally and financially devastating to a woman and her family. Sorrentino's Compassion House is a haven for women battling cancer who must travel to Edmonton for treatment. Safe, warm and inviting, guests discover a home where they can focus on healing.

Since opening in 2002, more than 1,700 women from nearly 290 communities, primarily from central and northern Alberta, have stayed at Sorrentino's Compassion House. Guests typically stay at the house for an average of five weeks.

Guests pay \$35 per night to stay at Sorrentino's Compassion House; but the actual cost to operate the house is \$135 per night per suite. Community support allows Compassion House Foundation to keep the fees reasonable and ease the distress of the cancer journey.

“Without Sorrentino's Compassion House, my journey would be way more stressful, and financially it would be a huge hardship. There would be no feelings of home and comfort. I wouldn't be able to keep up with any piece of 'normal life'. I probably would have had to travel back and forth every day for treatment. Sorrentino's Compassion House feels like home.”

-Ashley, former guest



**compassion
house** FOUNDATION

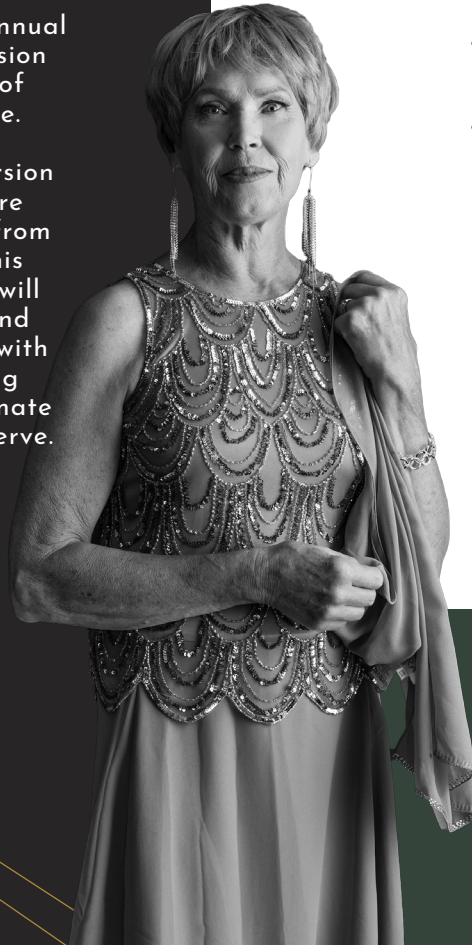
Compassion House Foundation is a non-profit, charitable organization that relies on donations to support the ongoing operating costs of Sorrentino's Compassion House.

25th Anniversary FASHION^{with} COMPASSION

Fashion with Compassion is the annual signature fundraiser of Compassion House Foundation, in support of Sorrentino's Compassion House.

In 2020, the first-ever virtual version of the event was streamed more than 1,000 times by supporters from across Alberta and beyond. This year, Fashion with Compassion will celebrate 25 years of history and thousands of women supported with another virtual show combining fashion, entertainment, and intimate stories profiling the women we serve.

Tickets: \$50



Why Sponsor?

- Align your brand with a highly regarded event and charity to convey that your business supports and empowers women.
- Promote your business and increase positive brand visibility.
- Reach an audience of more than 1,000 people who support women's causes before, during, and after the event.
- Help Sorrentino's Compassion House remain an affordable option for women who must travel to Edmonton for cancer treatment.

Social Media

Compassion House Foundation has a very active social media presence. Social media channels with over 5,000 followers including Twitter, Instagram, and Facebook will highlight your support pre-and post-event. During the event, a social media sidebar will provide live coverage using the hashtag #yegfwc and engage with attendees.



@yegchf

Audience Demographics

Key business and community leaders from Edmonton, Grande Prairie, Fort McMurray, Lloydminster, and surrounding areas.

Primary age range of 30-60.

Approximately 70% female and 30% male attendance split.

2021 Sponsorship Opportunities

Engage and support women from central and northern Alberta (and beyond).

The intent of this package is to start a sponsorship discussion. Compassion House Foundation is excited to work with you to find a meaningful opportunity to help meet your business goals. If you prefer to make a financial contribution that directly supports women journeying through cancer instead of an event sponsorship, we are pleased to issue you a charitable tax receipt.

We look forward to meeting to discuss Fashion with Compassion.

Please contact **Michelle Okere** at michelle@compassionhouse.org or 780-434-7290.





\$50,000 Event Naming Sponsor

RESERVED FOR SYNCRUDE

MAJOR RECOGNITION WITH:

- "Company" presents Fashion with Compassion
- Company logo to be incorporated in the event logo and on all Fashion with Compassion marketing materials
- 16 complimentary engagement boxes
- Name/logo recognition on all event materials
- Opportunity to participate in a two-minute sponsor video
- Corporate logo included in event sponsor loop
- Logo featured on electronic invite and event webpage with hyperlink
- Acknowledgment in event script
- Minimum one social media mention per week from June to October 22, 2021
- Recognition in post-event marketing collateral including thank you messages

\$50,000 Matching Donor

SPONSOR WILL RECEIVE:

- Company profile in e-blast and on social media before the event
- Corporate logo on screen tracking donations throughout event
- Opportunity to participate in 90-second sponsor video
- 16 complimentary engagement boxes
- Corporate logo included in event sponsor loop
- Logo featured on event webpage with hyperlink
- Acknowledgment in script
- Minimum 10 social media mentions
- Promotion of hashtag #CompanyCares in social media posts
- Recognition in post-event marketing collateral including thank you messages

\$10,000 Engagement Box Sponsor

SPONSOR WILL RECEIVE:

- Corporate logo recognition on box
- Opportunity to include company material and/or item within box
- Opportunity to participate in 30-second sponsor video
- Eight complimentary engagement boxes
- Corporate logo on event website with hyperlink
- Acknowledgment in event script
- Corporate logo included in event sponsor loop
- Minimum eight social media mentions



\$10,000 Guest Story Sponsor

RESERVED FOR ALBERTA BLUE CROSS

SPONSOR WILL RECEIVE:

- Corporate logo on screen during guest story segments
- Opportunity to participate in 30-second sponsor video
- Eight complimentary engagement boxes
- Corporate logo on event website with hyperlink
- Acknowledgment in event script
- Corporate logo included in event sponsor loop
- Minimum eight social media mentions

\$10,000 Entertainment Sponsor

RESERVED FOR NEIL SALSBUURY-IG WEALTH MANAGEMENT

SPONSOR WILL RECEIVE:

- Corporate logo on screen during entertainment segments
- Opportunity to participate in 30-second sponsor video
- Eight complimentary engagement boxes
- Corporate logo on event website with hyperlink
- Acknowledgment in event script
- Corporate logo included in event sponsor loop
- Minimum eight social media mentions

\$10,000 Fashion Segment Sponsor

RESERVED FOR BELAY ADVISORY

SPONSOR WILL RECEIVE:

- Corporate logo on screen during segment
- Acknowledgment in event script
- Opportunity to participate in sponsor video
- Corporate logo included in event sponsor loop
- Eight complimentary engagement boxes
- Minimum eight social media mentions
- Corporate logo on event website with hyperlink

\$5,000 Naming Opportunities

Social Media Wall Sponsor RESERVED FOR DYNALIFE MEDICAL LABS	Digital Photo Booth Sponsor	Indigenous Performance Sponsor RESERVED FOR LEADING EDGE PHYSIOTHERAPY
Pre-Show Sponsor	25th Anniversary Video Sponsor RESERVED FOR NORDIC	DJ Sponsor

SPONSOR RECOGNITION:

- Naming recognition specific to the event component selected
- Acknowledgment in event script
- Four complimentary engagement boxes
- Corporate logo included in event sponsor loop
- Corporate logo on event website with hyperlink

