

UP & AWAY CHARITY GALA

SPONSORSHIP PACKAGE

kindred



UNLOCKING POTENTIAL

Realize the Power of Human Connection

We are still on cloud nine when thinking about the success of the 2022 UP & Away Gala! We cannot wait to do it bigger and better in 2023, and with your help, the sky is the limit!

The Unlocking Potential (UP) Foundation is the fundraising arm of Kindred. Kindred's purpose is to [realize the power of human connection](#). Whether biological or chosen, family is the most important relationship in a person's life. So, we invest in the special bond between children and those that care for them. We provide road maps toward healing when essential relationships are ruptured. And we understand that accessing timely mental health support can inspire confidence with self and others. Healthy human connection is possible, and together we can realize it!

After three long years, the UP & Away Gala triumphantly returned in 2022 with the unveiling of Kindred's new name and purpose. We were so honored to have many of you with us for this historic event in our organization's history and for making it such an incredible success! We hope that you will join us again this year as proceeds from this year's UP & Away Gala will support programs and services for soon to be parents, or young parents, and their children, at the Louise Dean Centre, in our community and across the province.



It takes a city to build capacity in young parents as they endeavor to raise healthy and resilient children. In 2023, we want you to partner with us in this journey. Every dollar raised will help empower young parents, or soon to be parents, cultivate the skills and knowledge to form secure attachment with their children, increase their confidence as a parent, and overcome challenges and adversity. Kindred's innovative and evidence-based services help young parents build on existing strengths and develop new competencies to provide the sensitive, responsive and appropriate care their babies need to thrive.

2022 Gala in Review

Goal: \$350K

Raised: \$395K+



18 sponsors



444 guests

Sponsorship Opportunities

Please review the various sponsorship levels below and let us know how you'd like to partner with us at the UP & Away Charity Gala. We appreciate your time and interest and look forward to discussing these opportunities with you!



\$30,000

Platinum Sponsor

Activation Opportunity

(1 available)

Hospitality:

- 4 invitations to pre-event Sponsor Luncheon
- 20 complimentary gala tickets
- VIP Dinner service
- VIP section for post-dinner reception

Brand Recognition:

- Logo placement on event signage and logo projection at event
- Logo on front cover of gala program
- Verbal and visual recognition during formal gala program
- Interactive Activation
 - Event day activation that provides an opportunity for your organization to interact with guests in a creative way (activation options are featured on pages 6-9)
 - Event day signage and promotional materials at activation center
 - Opportunity to have 2 representatives placed at center
- Premium placement of logo on gala webpage with a link back to organization
- 3 Social Media posts on all platforms



\$15,000

Gold Sponsor

Activation Opportunity

(3 available)

Hospitality:

- 2 invitations to pre-event Sponsor Luncheon
- 10 complimentary gala tickets

Brand Recognition:

- Interactive Activation
 - Event day activation that provides an opportunity for your organization to interact with guests in a creative way (activation options are featured on pages 6-9)
 - Event day signage and promotional materials at activation center
 - Opportunity to have 2 representatives placed at center
- Verbal and visual recognition during formal gala program
- Prominent logo placement in gala program
- Prominent placement of logo on gala webpage with a link back to organization
- 2 Social Media posts on all platforms

Sponsorship Opportunities (cont'd)



\$10,000

Gold Sponsor

(3 available)

Hospitality:

- 2 invitations to pre-event Sponsor Luncheon
- 8 complimentary gala tickets

Brand Recognition:

- Verbal and visual recognition during formal gala program
- Prominent logo placement in gala program
- Prominent placement of logo on gala webpage with a link back to organization
- 2 Social Media posts on all platforms



\$10,000

Balloon Raffle Sponsor

(1 available)

Hospitality:

- 2 invitations to pre-event Sponsor Luncheon
- 8 complimentary gala tickets

Brand Recognition:

- Company logo on all raffle balloons
- Prominent logo placement in gala program
- Verbal recognition at event
- Prominent placement of logo on gala webpage with a link back to organization
- 2 Social Media posts on all platforms



\$5,000

Silver Sponsor

(10 available)

Hospitality:

- 1 invitation to pre-event Sponsor Luncheon
- 4 complimentary gala tickets

Brand Recognition:

- Logo placement in gala program
- Logo placement on gala webpage
- Verbal recognition at event
- 2 Social Media posts on all platforms

Sponsorship Opportunities (cont'd)



\$1,000

Friends of Young Dads

(unlimited)

Brand Recognition:

- Verbal recognition at event
- Mention in gala program
- Listed on gala website as a Friend of Kindred Young Dads



\$1,000

Friends of Young Moms

(unlimited)

Brand Recognition:

- Verbal recognition at event
- Mention in gala program
- Listed on gala website as a Friend of Kindred Young Moms



\$1,000

Friends of Young Children and Babies

(unlimited)

Brand Recognition:

- Verbal recognition at event
- Mention in gala program
- Listed on gala website as a Friend of Kindred Young Children and Babies

All of the activation opportunities available are proposals and can be adjusted to suit your needs and branding. We are also open to other engagement ideas. [Click here](#) to visit our online sponsorship purchase platform and if you are interested in one of the activations but have questions, please contact:

Loana Valdez - Coordinator, Community Relations
403.205.5285 | loana.valdez@kindred.ca | www.upgala.ca

Interactive Activation

PITCH IN TO WIN

The "Pitch in to Win" sponsor will provide guests the opportunity to hone their golfing skills with a chance to win an 'Impressive Golf Experience' prize package. A golf station with chip n' stick floor pads will be set up for guests to participate.

Guests pay for a ticket to play and enter the prize package draw, if they obtain a hole in one, they will receive an extra entry into the raffle. This activation illustrates that we can all pitch in to support infant mental health and well-being.



GUEST EXPERIENCE

GUEST FEE: \$100 per entry

- Each guest will receive one shot to obtain a hole in one. If they are successful, they will receive an extra entry into the draw.
- All entries will be entered into a draw to win an Ultimate Golf Prize.
- Throughout the night, the emcee will encourage guests to hit the greens and compete against their tablemates for a shot at the prize.

SPONSOR BRAND RECOGNITION

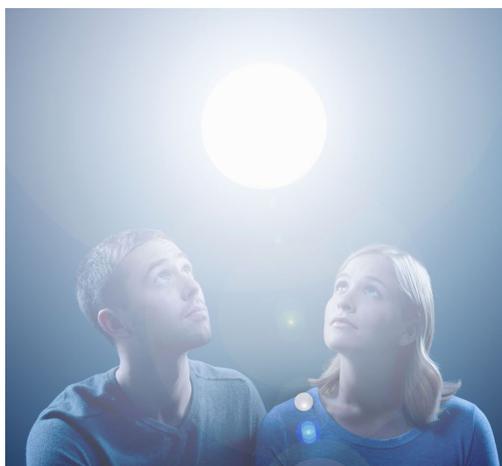
- Logo and sponsor messaging on graphics surrounding the greens
- Logo and sponsor messaging in programs at each place setting
- Opportunity to have a company representative draw the prize

Interactive Activation

BE THE LIGHT

The "Be the Light" sponsor will be featured at the dinner tables. The table centerpieces will become illuminated as table-mates team up to reach a reasonable fundraising goal, competing against other tables.

This activation illustrates that we can spread light into strengthening families by nurturing healthy development of young children and babies. As funds are raised, a canopy of LED orbs will come to life throughout the event and dinner program.



GUEST EXPERIENCE

GUEST/TABLE FEE: \$500- 1000 donation per table (TBC)

- Each table will receive an LED orb. When guests arrive in the ballroom, the orbs will not be lit.
- Messaging will be shared in print at each table and from the stage about the activation: table-mates will be encouraged to donate together in order to illuminate their table.
- The event emcee will encourage unlit tables to come together to meet the fundraising target in order to illuminate the full room.
- To appeal to all giving levels, three different price points can be outlined, each associated with different LED colours. For example, first table donation turns the orb Blue; \$750/table donation turns the orb Green, and so on



Sponsor branded signage on the table will communicate the "Be the Light" concept.

SPONSOR BRAND RECOGNITION

- Logo and sponsor messaging on graphics at the base of the orb stand centerpiece on each table
- Logo and sponsor recognition in programs at each place setting



Interactive Activation

GRAB ON TO HOPE

The Grab on to Hope activation is brought to life through the use of a claw machine. The claw machine surround gets wrapped in vinyl to display activation messaging and sponsor branding.

GUEST EXPERIENCE

- Guests are invited to donate to play, activating the claw machine to dig for various prizes.



SPONSOR BRAND RECOGNITION

- Logo and branding incorporated into the claw machine
- Logo and branding incorporated into the check in counter
- Logo and sponsor messaging in programs at each place setting
- Opportunity to have organization swag as featured prizes in the claw machine



Interactive Activation

THE AFTER PARTY

The dinner program will be strategically shortened and will be followed by the After Party. This will be a prime opportunity for guests, sponsors, and leadership to connect and intentionally build community and awareness. This opportunity will be powered by the After Party sponsor.



GUEST EXPERIENCE

- Guests will be invited to enjoy themselves in the after-party environment that fosters a sense of community and connection, powered by the After Party sponsor.
- The after-party will feature a branded "mega bar" with cash drink sales, dessert stations and passed sweets, social seating and table settings, and the Dueling Piano performers on a cabaret stage.
- [Song Accelerator: Guest Donation](#)
Guests will be able to request songs at no cost throughout the after-party. In order to "guarantee" the song is played, guests are invited to donate to the organization and interact with the Dueling Piano players. Guests who want to guarantee their song will be able to accelerate their request with a donation.



SPONSOR BRAND RECOGNITION

- Title partner of the after-party and community lounge
- Logo incorporated into decor/design elements
- Logo and sponsor messaging in programs at each place setting

Tickets

**\$325
EACH**

**\$2,500
TABLE
OF
EIGHT**

**\$3,000
TABLE
OF
TEN**

To purchase your ticket, table, and/or make a donation [click here](#)
N.B. - a tax receipt will be issued post-event for the non-expense portion of the ticket price.



The Unlocking Potential (UP) Foundation raises awareness and funds to ensure Calgarians [realize the power of human connection](#).



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