# 2020 SPONSORSHIP PACKAGE

Children's Wish Foundation of Canada / Make-A-Wish Foundation® of Canada
Alberta & NWT Chapter



## NIGHT OF WONDERS

Children's Wish | Make-A-Wish FAIS-UN-VŒU CANADA

CALGARY

MAY 21, 2020
Grey Eagle Resort & Casino, Calgary

PRESENTED BY

ATB

# THE CHAIR'S *Message*

DEAR SUPPORTER,

In a milestone moment, Children's Wish Foundation of Canada and Make-A-Wish Foundation® of Canada are joining forces with the goal of granting the wish of every eligible child across the country. As one organization, our mission will be to provide children with life-threatening illnesses the opportunity to realize their most heartfelt wish, giving them the strength to endure their treatments and build resilience. The 2020 Night of Wonders gala will support the newly united Make-A-Wish Canada.

As one entity, we will grant over 200 wishes in Alberta each year. Wishes are an important part of treatment and help lift the spirits of children and their families when treatments, hospital stays, and tough recoveries are all-consuming.

There are no waiting lists for wishes, and a child can choose to use their wish at any time - and for anything. The average cost of a wish is $10,000, and because we operate without any government funding, sponsorship is one of our most important sources of revenue. A gift of sponsorship can bring joy and wonder back into the lives of sick kids while meeting your company's community goals. We look forward to creating magic with you!

WARMEST WISHES,
CARRIE LONARDELLI, NIGHT OF WONDERS CHAIR

## ALBERTA AND NWT CHAPTER ADVISORY BOARD MEMBERS:

**Curtis Stange**
Advisory Board Co-Chair
President & CEO, ATB Financial

**Dr. Jason Baserman**
Advisory Board Member,
Medical Rep,
Pediatric Physician, Alberta Health Services

**Stew Hanlon**
Advisory Board Member
Retired CEO of Gibson Energy

**Geeta Sankappanavar**
Advisory Board Member
Co-Founder & President
Grafton Asset Management

**Cody Church**
Advisory Board Co-Chair
President & CEO, Clear North Capital

**David Bryan**
Advisory Board Member
Partner, Consulting & Deals
PricewaterhouseCoopers LLP

**Carrie Lonardelli**
Advisory Board Member
CFO, Bonnett's Energy Corp.

**Rakesh Saraf**
Advisory Board Member
Private Equity and Infrastructure Professional

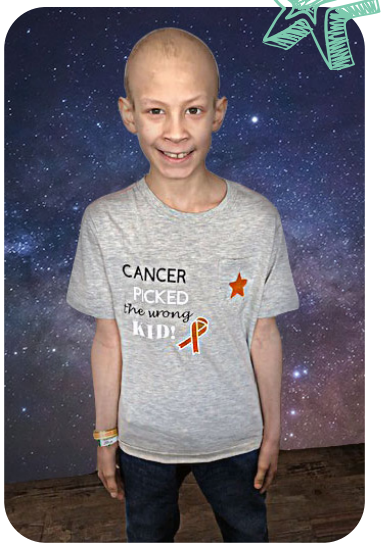
**Les Gombik**
Advisory Board National Board Rep
Partner, Caldwell Partners International

**Andrew Cockburn**
Advisory Board Member
Chief Operating Officer
Sarmaya Capital

**Tom Ruth**
Advisory Board Member
President & CEO, The Edmonton Airport Authority

**Perry Schuldhaus**
Advisory Board Member
President at Enbridge Income Fund Holdings and
Vice President Business Development Enbridge Liquids Pipelines

# A Wish Child's Story




This adventurous 10-year-old can be found outside dirt biking, scootering, playing hockey, rollerblading or doing anything energetic. If he has to stay inside, you'll find him in his basement playing roller hockey with his two younger brothers or watching either the Calgary Flames or the Pittsburgh Penguins play.

Last year, Luca was diagnosed with acute lymphocytic leukemia, which meant the leukemia was progressing quickly and put him at high risk. He had to have surgery to remove his spleen and had a bone marrow aspiration. Luca was then put on eight months of aggressive chemotherapy, which was only the beginning of his three-and-a-half-year treatment plan.

Luca's regaining his energy, and uses it to do anything and everything outdoors and active. A social butterfly, he loves going to class and taking advantage of his outgoing personality. He's said his dream career is to help others as an oncologist after everything he's seen from the other side.

When Luca learned he would be granted a wish, he was skeptical that it was real. The more he learned and the more he dreamed, however, he was overwhelmed with excitement. Never riding a plane before, he decided he needed to explore and experience a flight. He's decided to visit Disney World and to experience a ship-ride as well on a Disney Cruise. Luca and his family are shocked and in awe of the opportunity to adventure as a family and are currently planning his Wish.

This Wish is acting as a light at the end of the tunnel in the midst of Luca's cancer, and although he's put on a brave face throughout the journey, he's excited for the change in scenery. He's amazed his family with his courage and strength throughout the process, with his mother describing Luca as their own personal superhero.

# One Night

## MAKES A DIFFERENCE

Night of Wonders is a magical evening for people and corporations who enjoy community, are passionate about their professional lives, and believe in making an impact. With over 500 guests, Night of Wonders creates buzz and is an event that offers brand activation for our sponsors. Sponsorship is a chance to show corporate identity, engage with a customer base with ample purchasing power, and invest in the future of the Calgary community. We understand sponsorship isn't a onesize-fits-all commitment, and are happy to help achieve the experience you seek.



# Your Emcee

## DEB MATEJICKA

A native of Winnipeg, MB, former competitive swimmer, and mother of three, community reporter Deb Matejicka brings over 15 years' news experience to Global Calgary. Spanning news, sports, weather, and now community reporting, Deb's journalism career has taken her across Canada with stops in Brandon, MB; Prince Albert, SK; Saskatoon, SK; Regina, SK; Vancouver, BC; and Calgary, AB. Through meeting and profiling great people and great events happening in our community, Deb builds relationships with Global News community partners that last beyond the story.



# Your Entertainment

## JOCELYN ALICE

Jocelyn Alice is a platinum-selling Canadian singer and songwriter with a fiercely powerful voice, heartfelt lyrics, and magnetic style. She rose to fame with her 2015 breakout summer song, "Jackpot." The track topped radio and sales charts eventually being certified platinum in Canada. Since then, Jocelyn's songs have received over 100 million streams, including her latest single "Still Wondering", her collaboration with R3hab, "Radio Silence" (Canada top 25 radio hit), her single "I Know" (Canada top 20 radio hit), her Gold-certified single "Bound To You" (Canada top 15 radio hit), and her Gold-certified track "Feels Right". In December 2017, Jocelyn teamed up with Walk Off The Earth for a cover of Camila Cabello's "Havana," amassing over 10 million views to date across all platforms.

Jocelyn received a 2016 SOCAN Pop/Rock Music Award for Jackpot and received Canadian Radio Music Awards nominations in 2016 for Best New Group or Solo Artist: AC and Best New Group or Solo Artist: CHR. She also received Canadian Music Week Indie Awards nominations in 2016 for Pop Artist of the Year and Single of the Year. Jocelyn co- wrote Mother Mother's hit single 'The Drugs', which spent two weeks at #1 on the Mediabase Canada Alt Rock chart in February 2017 and received a SOCAN #1 Song Award in November 2017.

# Your Sponsorship COMMITMENT

| | **Gift of Joy** (Presenting Sponsor) **SOLD** | **Gift of Hope** (VIP Host Sponsor) **$25,000** | **Gift of Memories** (Wish Vignette sponsor) **$15,000** | **Gift of Distraction** (Auction Sponsor) **SOLD** | **Gift of Wonder** **$10,000** | **Gift of a Wish** (Partial Tax Receipt) **$10,000** | **GIft of a Story** (Wish Video Production) **$7,500** | **Gift of Healing** (Branding Sponsors) **$5,000** |
|---|---|---|---|---|---|---|---|---|
| **Wish Granting Experience** | ✓ | | | | | | | |
| **Logo Exclusivity with Event Logo** | ✓ | | | | | | | |
| **Corporate Table with VIP Seating** | ✓ | ✓ | | | | | | |
| **Message or Ad in Gala Program** | ✓ | ✓ | ✓ | | | | | |
| **Logo Embedded in Auction System** | | | | ✓ | | | | |
| **Logo on Event Sponsor Block** | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ |
| **Invitation to Trees of Joy Wish Granting Experience** | ✓ | ✓ | ✓ | ✓ | | ✓ | | |
| **Company Mentioned on Social Media** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Company Logo on Table** | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Complimentary Tickets Available** | 16 | 8 | 8 | 8 | 8 | 8 | 8 | 8 |
| **Number Available** | 1 | 1 | 4 | 1 | 15 | 15 | 4 | 20 |

# Options

**GIFT OF JOY** Presenting Sponsor - **SOLD**

- Exclusive Gala Wish Granting Experience
- Logo Exclusivity with Event Logo
- Exclusive Full Page Message to Our Guests In Gala Program
- Sixteen guests with preferred seating and VIP Area Access
- Invitation to Trees of Joy Wish Experience
- Logo on all event communications
- Company logo on your table

**GIFT OF HOPE** VIP Host Sponsorship ($25,000)

- Exclusive opportunity to reflect your brand in VIP Area décor
- Full page Ad in Gala Program
- Eight guests with preferred seating and VIP Area Access
- Invitation to Trees of Joy Wish Experience
- Logo on all event communications
- Company logo on your table

**GIFT OF MEMORIES** Wish Vignette Sponsorship ($15,000)

- Brand incorporation in Wish Vignette
- Half page message or ad in Gala Program
- Eight guests with preferred seating
- Invitation to Trees of Joy Wish Experience
- Logo on all event communications

**GIFT OF DISTRACTION** Auction Sponsorship - **SOLD**

- Logo embedded in auction system
- Eight guests with preferred seating
- Invitation to Trees of Joy Wish Experience
- Logo on all event communication
- Company logo on your table

**GIFT OF WONDER** ($10,000)

- Eight guests with preferred seating
- Company logo on your table
- Logo on all event communication

**GIFT OF A WISH** Wish Granter Experience ($10,000)

- Advantage tax receipt of $8,000
- Eight guests with preferred seating
- Invitation to Trees of Joy Wish Experience
- Company logo on your table

**GIFT OF A STORY** Wish Video Production ($7,500)

- Eight guests with preferred seating
- Logo on all event communication and in video
- Company logo on your table

**GIFT OF HEALING** Branding Sponsorship ($5,000)

- Opportunities include print, valet, red carpet, stage, décor and wall of wishes
- Eight guests with preferred seating
- Company logo on your table
- Logo on all event communication





# Testimonials

**ATB**

2018 & 2019 GIFT OF JOY SPONSOR

ATB Financial was humbled to partner with the Children's Wish Foundation on the Night of Wonders Gala. We are truly grateful for the opportunity to celebrate and support brave children and their families. There's nothing more valuable than harnessing the power of hope. We were so privileged to meet families at the Gala who shared their stories of the power of a Wish - how it impacted not only their children, but their entire communities, by delivering happiness. Many thanks to the tireless efforts of the Children's Wish team for bringing these dreams to life. It was a beautifully executed and inspiring evening.

**MAWER**

2017-2019 GIFT OF DISTRACTION SPONSOR

Our relationship with Children's Wish runs deep and the Gala has been at the forefront. This special night showcases the incredible impact the Foundation has on wish children and families and attendees come away with an appreciation for the relentless hard work it takes to grant these wishes. Together, this strengthens our commitment to supporting the Foundation's mission and we couldn't be more proud to play a part in their premiere evening of fundraising.

# Contact

Megan Boyle
Development Coordinator
The Children's Wish Foundation of Canada, Alberta Chapter
Phone: 587-880-3252
Email: megan.boyle@childrenswish.ca
www.nightofwonders.ca

Calgary Office
2323 32 Avenue, NE
Calgary, AB T2E 6Z3
403.265.9039

Edmonton Office
#200, 9750 51 Avenue, NW
Edmonton, AB T6E 0A6
780.340.9039



**On October 2, 2019, Children's Wish Foundation of Canada and Make-A-Wish Foundation® of Canada announced that the two charities are merging with the goal of granting the wish of every eligible child across the country.** United as Make-A-Wish® Canada, the organization will have the ability to make a greater difference in the communities it supports, increasing its ability to grant wishes for children with life-threatening illnesses by 25 per cent more each year.

"This is a significant and exciting time as our two organizations join forces on a quest to bring every eligible child's wish to life," said Michele Augert, Chair of the Inaugural Board of the united organization. We applaud the vision and leadership of both legacy organizations for taking such extraordinary steps to make us one, united and strong team ready to revolutionize and grow wish granting in this country."

Both organizations have long operated independently with similar guiding missions, visions and values; and every year have provided hundreds of children with life-threatening illnesses the opportunity to realize their most heartfelt wish, giving them the strength to endure their treatments and build resilience. The union is the result of extensive, collaborative and thoughtful planning involving expert advisors and leadership from both organizations. The integration will take place in a phased approach over the next 12 to 24 months.

Together, the organizations aim to grant approximately 2,600 wishes in 2022, which is approximately 1,000 more wishes than granted independently in 2018.

"We are bringing together our collective best practices, relationships and strengths, making us stronger than ever and able to serve even more children and their families," said Chris Kotsopoulos, Co-CEO of the new combined organization. "With up to 6,000 children in Canada facing a critical illness and complex medical needs each year, this is an important step toward our goal of ensuring every eligible child's life-changing wish is granted." states Jennifer Klotz-Ritter, also Co-CEO of the united organization.

A wish is an integral part of a child's treatment journey and research shows a wish can give kids the strength to fight against, and even overcome a critical illness. Results from a Wish Impact Study that surveyed parents, health professionals, and volunteers, show that a wish-come-true empowers children to fight harder against their critical illnesses. 71 per cent of adult former wish kids believe the wish experience contributed to saving their lives.

"In Canada's crowded charitable sector, it's great to see two organizations with similar missions come together to have an even greater impact on our communities." said Bruce MacDonald, President & CEO, Imagine Canada, a national organization that strengthens and supports Canadian charities and not-for-profits. "This is a great example of how charities can take a creative approach to putting recipients first to make a real long-term difference."

**Visit www.thepowerofonewish.ca for more information.**