



DIL, DINNER AND DANCE

A MAGICAL NIGHT SUPPORTING YOUNG HEARTS

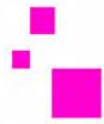
Saturday, March 2, 2024

Empire Banquet Hall

4826 11 St NE, Calgary, AB T2E 2W7

SPONSORSHIP PROPOSAL FOR

COMPANY NAME



A MAGICAL NIGHT SUPPORTING YOUNG HEARTS

To Whom It May Concern,

I am writing on behalf of PCHS Calgary, a not-for-profit society committed to promoting health and social services within Calgary's diverse South Asian community. We are thrilled to present an exciting sponsorship opportunity for your esteemed company.

PCHS Calgary aims to provide safe, accessible, and culturally-informed counseling services, group programs, and outreach initiatives. In 2022, we delivered over 4900 session hours, emphasizing our dedication to comprehensive care. By combining evidence-based practices with culturally sensitive approaches, we empower and nourish our community.

To support our mission, we are organizing a fundraising event with a goal of raising **\$100,000**. These funds will enable us to launch essential youth programming designed for children aged 12 to 17. We believe your company's values align with ours and that sponsorship would showcase your commitment to corporate social responsibility while gaining significant exposure to our target audience.

We offer various sponsorship levels with benefits such as logo placement, recognition in press releases and event communications, speaking opportunities, complimentary tickets or VIP passes, and more. We are open to customizing packages to meet your preferences.



Enclosed is our detailed sponsorship package. We kindly request that you review it and consider becoming our valued partner in making a tangible difference in the lives of Calgary's South Asian youth. For any queries or to confirm your sponsorship commitment, please contact Sherri Shergill at Sherri.Shergill@pchscalgary.com or 403-710-3431 by January 15, 2024.

Thank you for considering this partnership opportunity and for your dedication to our diverse community. Together, we can create a brighter future for Calgary's South Asian youth.

Sincerely,

A handwritten signature in black ink that reads "Sherri Shergill".

Sherri Shergill



SHADES OF PINK



Get ready for a magical night at "D3: Dil, Dinner & Dance - A Magical Night Supporting Young Hearts," our black-tie gala dedicated to celebrating with the vibrant South Asian community while raising funds for a truly meaningful cause.

Picture this: an enchanting fusion of culture, delectable cuisine, and captivating entertainment, all wrapped in the theme of **"Shades of Pink."** Men dressed in timeless black attire and women adorned in various shades of pink will add a touch of grandeur to the occasion, creating an atmosphere of elegance and warmth.

The significance of this event cannot be understated. As we celebrate our 10th-year milestone, we anticipate an even greater turnout, extensive media coverage, and widespread social media engagement. Your presence as a valued sponsor will make a tangible difference, propelling us towards our fundraising goal.

We invite you to engage and partner with PCHS Calgary to celebrate our 10 year anniversary and showcase your passion for our mission. Together, let's create a memorable night while making a real difference in the lives of South Asian youths.

Don't miss out on this extraordinary opportunity to shine and be part of something truly magical. Your support will illuminate the lives of young hearts and empower them to thrive.

Thank you for considering our invitation to be part of "D3: Dil, Dinner & Dance - A Magical Night Supporting Young Hearts." Together, we can make a lasting impact, and we look forward to celebrating this incredible journey with you!



TITLE PARTNER SPONSORSHIP

\$15,000

****VIP Hosting:****

- **Swag Privileges:** Seize the opportunity to distribute swag at 2 large tables located in the front foyer (materials to be provided by your company).
- **360-Degree Branding:** Showcase your brand in style with a custom-branded logo or template on our 360-degree video/photo booth.
- **Premier Access:** Enjoy 20 tickets at **2 VIP tables with your branding** for you and your esteemed guests to experience the event like never before.
- **Spotlight Recognition:** Be recognized as our esteemed Title Sponsor five times by our charismatic MC during the event.
- **Special Guest of Honor:** Take the stage for 3 minutes as our exclusive partner to address the audience and share your company's vision.
- **Prominent Brand Display:** Your company logo banner will be featured on the backdrop of our main event banner, ensuring maximum visibility.
- **Social Media Buzz:** Gain exposure with logo/banner inclusion in all our social media posts. Additionally, offer a special Eventbrite offer code to your audience, giving them a chance to WIN an exciting raffle prize provided by your company.

****Media Exposure:****

- **Prominent Branding:** Your logo will be displayed on event signage, capturing the attention of all attendees.
- **Extensive Promotional Reach:** Benefit from continuous recognition across promotional materials, printed collateral, event website, and our vibrant social media platforms (Facebook, Instagram, Twitter). We will make three weekly posts leading up to and after the event.
- **Mainstream Media Coverage:** Amplify your reach with promotion in local mainstream media, reaching a wider audience.

Secure the exclusive Title Partner position now and enjoy these outstanding benefits.

Let's make a lasting impact together!



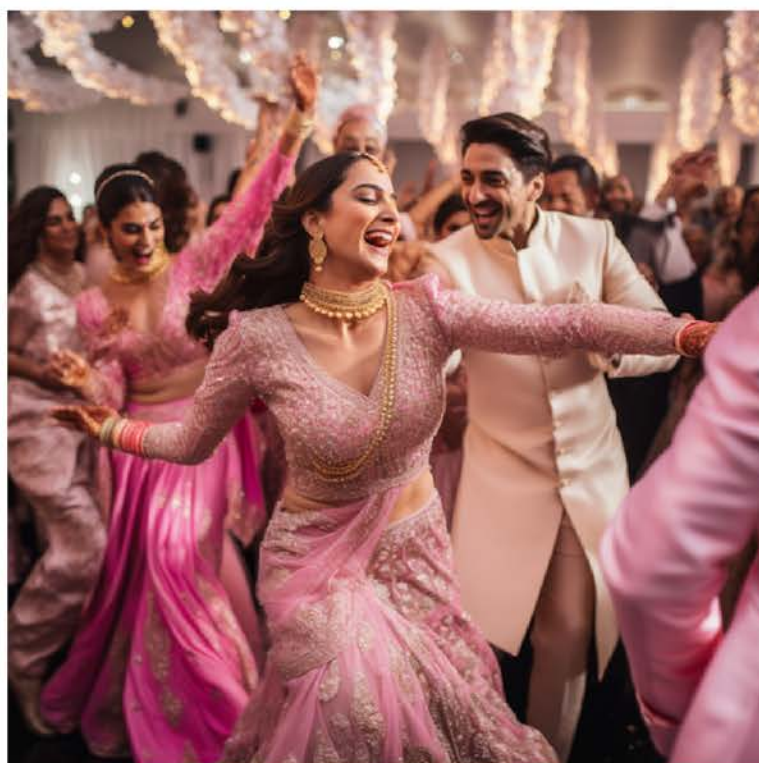
TITLE PARTNER SPONSORSHIP

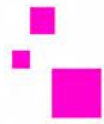
\$15,000

****Additional Sponsorship Benefits:****

- **Exclusive Events:** Receive invitations for 4 to the Top Business Executive Breakfast Event 2023 and 4 to the prestigious Donor Recognition Dinner 2024, networking with industry leaders.
- **Year-Round Recognition:** Your brand will be acknowledged in our Annual Report, reinforcing your commitment to the community.
- **Insights and Analytics:** Gain valuable post-event fulfillment reports to measure your sponsorship's impact and success.
- **Empowerment Workshop:** Host a complimentary group workshop on a topic of your choice, such as mental health, stress management, parenting, or healthy relationships, making a positive impact in the lives of attendees.

Don't miss this exclusive opportunity to showcase your brand prominently and connect with your target audience. Secure the Title Sponsorship now to make a lasting impression at our highly anticipated event!





Emerald Food Sponsorship

\$10,000

Become a Food Sponsor and Make a Lasting Impression!

****Food Sponsor Hosting:****

- **Prominent Event Presence:** Showcase your brand with 2 large tables in the main hall strategically positioned to maximize visibility.
- **Exclusive Access:** Enjoy 10 tickets at **1 VIP table with your branding** providing you and your guests with a delightful dining experience at our event.
- **Recognition on Stage:** Our MC will acknowledge your brand 3 times during the event, ensuring your sponsorship is appreciated by all.
- **Culinary Excellence Award:** Be presented with an award plaque during the event, recognizing your contribution as the esteemed Food Sponsor.

****Media Exposure:****

- **Striking Branding:** Your logo on food table banners and event signage, making a lasting impression on event attendees.
- **Branded Signage:** Your company name will be tastefully printed on high-quality chocolates/mints at table, ensuring prominent visibility and association with the event.
- **Comprehensive Promotional Reach:** Gain acknowledgment across all D3 promotional materials, including printed collateral, website, and dynamic social media platforms (Facebook, Instagram, Twitter).
- **Memorable Swag Promotion:** Distribute your swag bags and promotional items from your main hall tables, leaving a lasting impression on all guests.
- **Interactive Branding:** Customize the 360 Photo Booth props with your brand, creating fun and engaging photo opportunities (props to be provided by your company).





Emerald Food Sponsorship

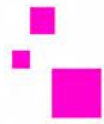
\$10,000

****Additional Sponsorship Benefits:****

- **Exclusive Networking Events:** Receive invitations for 4 to the Top Business Executive Breakfast Event 2023 and 4 to the prestigious Donor Recognition Dinner 2024, connecting with influential leaders.
- **Year-Round Recognition:** Your brand will be acknowledged in our Annual Report, showcasing your commitment to making a positive impact.
- **Measure Success:** Receive a comprehensive post-event fulfillment report, gaining valuable insights into the effectiveness of your sponsorship.
- **Empowerment Workshop:** Host a free workshop on mental health, parenting, or healthy relationships, contributing to the well-being of attendees.



Don't miss the chance to make a significant impact as an Emerald Sponsor, supporting our event as the Food Sponsor. Join us now to leave a lasting impression and create meaningful connections with our vibrant community!



Diamond Beverage Sponsorship

\$7,500

Raise a Toast as the Exclusive Beverage Sponsor!

****Beverage Sponsor Hosting:****

- **VIP Experience:** Enjoy 10 tickets at **1 VIP table**, allowing you and your guests to savor the festivities.
- **Prominent Branding:** Your logo on signage around the bar and tastefully printed on a high quality beverage accessory, ensuring your brand is noticed and appreciated by all attendees.
- **MC Recognition:** Special recognition by our MC before and after the entertainment, acknowledging your significant sponsorship.
- **Culinary Excellence Award:** Be presented with an award plaque during the event, recognizing your invaluable contribution as the esteemed Drink Sponsor.

****Additional Sponsorship Benefits:****

- **Exclusive Networking Events:** Receive invitations for 2 to the Top Business Executive Breakfast Event 2023 and 2 to the prestigious Donor Recognition Dinner 2024, providing valuable networking opportunities.
- **Year-Round Recognition:** Your brand will be acknowledged in our Annual Report, showcasing your commitment to supporting our cause.
- **Measure Success:** Receive a comprehensive post-event fulfillment report, gaining insights into the impact of your sponsorship.



As a Diamond Sponsor, your support as the Beverage Sponsor is essential in making this event a resounding success. Join us now to raise a toast to a memorable event and establish meaningful connections with our vibrant community!



Gold Entertainment Sponsorship

\$5,000

Shine Bright as the Media Sponsor!

****Media Sponsor Hosting:****

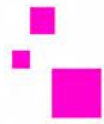
- **VIP Seating:** Enjoy VIP seating for an exclusive view of the event's captivating moments.
- **Exclusive Tickets:** Receive 5 event tickets, providing you and your guests with an extraordinary experience.
- **Prominent Branding:** Your logo on DJ table signage, ensuring your brand stands out and gains visibility among all attendees.
- **Special MC Recognition:** Receive dedicated recognition by our MC, acknowledging your vital support as the Media Sponsor.
- **Media Excellence Award:** Be presented with an award plaque during the event, recognizing your pivotal role as the esteemed Media Sponsor.

****Additional Sponsorship Benefits:****

- **Exclusive Networking Events:** Receive invitations for 2 to the Top Business Executive Breakfast Event 2023 and 2 to the prestigious Donor Recognition Dinner 2024, networking with influential leaders.
- **Year-Round Recognition:** Your brand will be acknowledged in our Annual Report, showcasing your commitment to supporting our cause.
- **Measure Success:** Receive a comprehensive post-event fulfillment report, gaining insights into the impact of your sponsorship.

As a Gold Sponsor and the Media Sponsor, you play a crucial role in amplifying our event's message and creating a lasting impact. Secure your sponsorship now to shine bright as a significant contributor to our vibrant community!





Silver Partner \$2500

Take the Spotlight as the Entertainment Sponsor!

****Entertainment Sponsor Hosting:****

- **VIP Seating:** Enjoy VIP seating for an up-close experience of the captivating entertainment.
- **Exclusive Tickets:** Receive 3 event tickets, ensuring you and your guests enjoy a memorable time.
- **Entertainment Excellence Award:** Be presented with an award plaque during the event, acknowledging your essential role as the esteemed Entertainment Sponsor.
- **Prominent Branding:** Your logo on slideshow, granting your brand visibility and recognition among all attendees.

****Additional Sponsorship Benefits:****

- **Exclusive Networking Events:** Receive invitations for 1 to the Top Business Executive Breakfast Event 2023 and 1 to the prestigious Donor Recognition Dinner 2024, connecting with influential leaders.
- **Year-Round Recognition:** Your brand will be acknowledged in our Annual Report, highlighting your dedication to supporting our cause.
- **Measure Success:** Receive a comprehensive post-event fulfillment report, gaining insights into the impact of your sponsorship.

As a Silver Sponsor and the Entertainment Sponsor, your support is vital in creating a memorable and enjoyable experience for all. Secure your sponsorship now to shine in the spotlight and contribute to our vibrant community!





ADDITIONAL BENEFITS OF YOUR SPONSORSHIP

1. Employee Engagement: Partnering with PCHS allows your company to create meaningful volunteer opportunities for your employees, fostering engagement and community involvement.

2. Branding: Increase your brand's public perception and awareness by joining forces with PCHS Calgary. All sponsors (excluding Title and Emerald partners) will receive a month of recognition on the event website and social media platforms (Facebook, Instagram, and Twitter), with weekly promotion leading up to and after the event.

3. Invitation at AGM: As a sponsor, you will be invited to PCHS Calgary's Annual General Meeting where your support will be recognized.

INVITATION:

We would be thrilled to discuss the details of this sponsorship opportunity, including the available packages that can be customized to align with your brand's objectives. We invite you to schedule a call or meeting at your earliest convenience.

Thank you for considering this partnership, and we eagerly anticipate the opportunity to collaborate with you in making a lasting impact.



PUNJABI COMMUNITY HEALTH SERVICES

PLEASE CONTACT

To reserve your sponsorship opportunity for the D3 Event and explore other possibilities, please contact us by January 15, 2024.

WE'RE EXCITED TO EMBARK ON THIS JOURNEY TOGETHER!



(403) 710-3431



sherri.shergill@pchscalgary.com



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