



a Night Under the Stars

Sturgeon Community
Hospital Foundation | *Friend Raiser Gala*

PARTNERSHIP

Opportunities

SUPPORTING THE
STURGEON COMMUNITY
HOSPITAL

JANUARY 25, 2020

About

A NIGHT UNDER THE STARS

A Night Under the Stars is St. Albert's premier fundraising event of the season. This glittering black tie event offers friends an exquisite evening of food, entertainment and luxury auction items in support of the Sturgeon Community Hospital Foundation (SCHF).

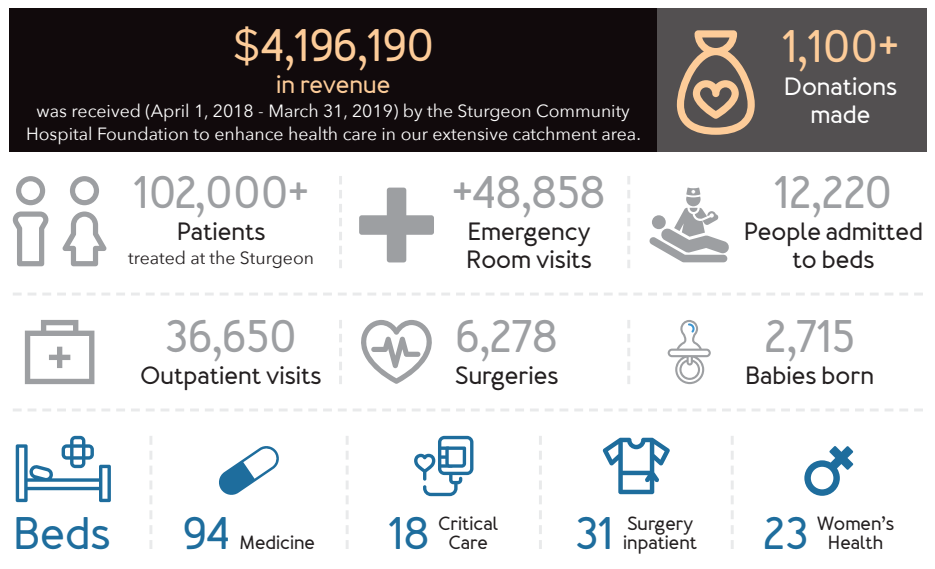


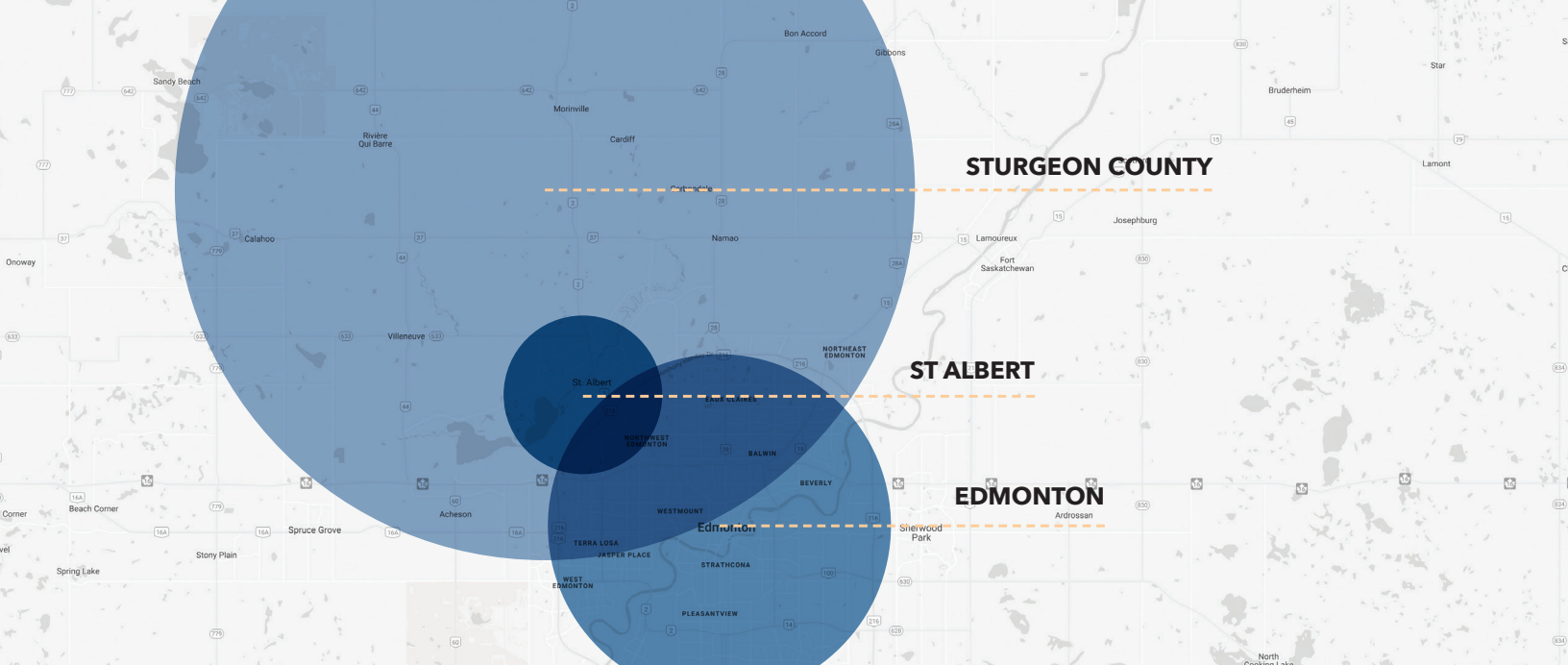
About

THE STURGEON COMMUNITY HOSPITAL FOUNDATION

Dedicated to enabling excellent medical care for every stage of life, the Sturgeon Community Hospital Foundation raises funds to support enhanced family care, purchase leading edge medical equipment, and ensure further education and innovation at the Sturgeon Community Hospital.

We're proud of the role the Sturgeon Community Hospital has played in the growth and development of the City of St. Albert, Sturgeon County and North Edmonton. Our region offers one of the best standards of living in our province, and we feel fortunate to be one of the cornerstones that have made our community what it is today. Why do we say we are here for every stage of life?





We are continually motivated by the dramatic way in which our hospital has enhanced the quality of life of everyone in our community. Our passion, hard work and fundraising efforts help grow our organization's reach and keep donation dollars within our community and families. Providing exceptional healthcare close to home.

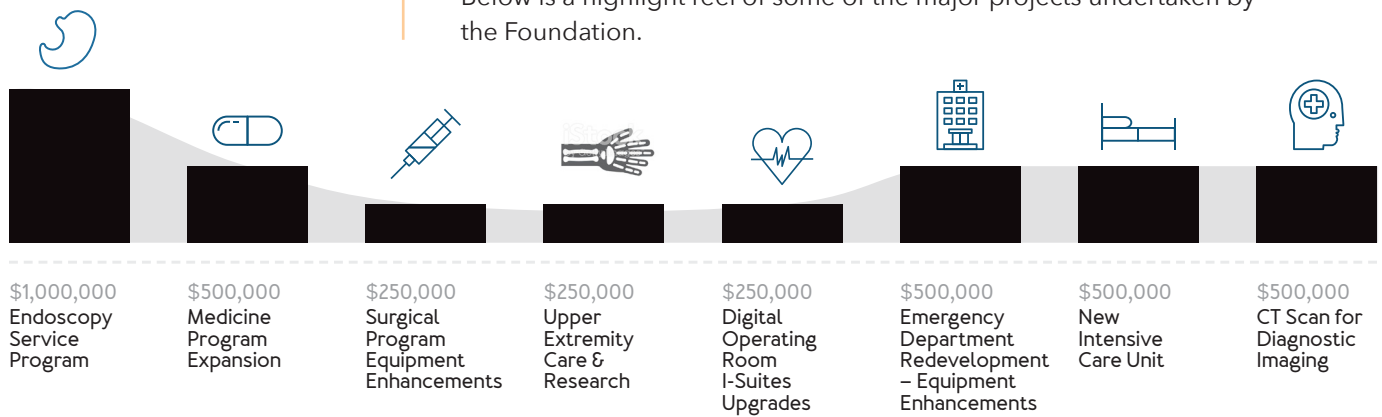
Our CAUSES

Without the support of the fundraising dollars raised by the SCHF, the Sturgeon Community Hospital would not be able to offer the enhanced family care, leading edge medical equipment, or carry out the innovation and education that we have come to expect from our hospital. Our community deserves more than basic healthcare services and your commitment to the Foundation allows us to achieve that.

In the 28 years of the Friend Raiser Gala, the Foundation has been very focused to ensure funding supports initiatives that:

- Keep our patients close to home,**
- Keep pace with the growing patient needs, and**
- Meet the need of our growing communities.**

Below is a highlight reel of some of the major projects undertaken by the Foundation.



\$18+ million
TOTAL

The 2020 Friend Raiser Gala will be raising funds to ensure our community continues to have access to complex care close to home.

Event HIGHLIGHTS

THE ENJOY CENTRE

For the past six years our event has been held under the stars in the Moonflower Room at the spectacular Enjoy Centre in St. Albert. The venue provides a unique setting for an elegant evening of dining, dancing and mingling with friends.

LUXURY AUCTION

Held for the first time this year on the magnificent Grow Room Floor - our Luxury Auction offers deluxe goods and services and once in a lifetime experiences - presented by auction ambassadors. This is a silent auction like you have never experienced.

ENTERTAINMENT & AFTER PARTY

Just when you think the night is over - the party is just getting started! Back by popular demand for 2020 is the fantastic crowd pleaser UPTOWN. Everything from jazz and swing to 80s pop and current rock - this band will have you dancing!

MEDIA & MARKETING

A Night Under the Stars has dedicated digital and traditional marketing that allows sponsors to align their brand with this magnificent event. Our active pre and post event social media, allows sponsors to gain lasting brand exposure to a wide audience of potential new customers and clients.

Digital platforms include Facebook, Instagram, Twitter, targeted newsletters, SCHF web presence and programmatic advertising through Great West Digital Marketing. Sponsors will receive over 60k impressions across various digital platforms pre & post event as well as during the event when attendees post to our unique hashtag - **#schfgala**.

@STURGEONchf

Our traditional media approaches include print, radio and tv exposure. As well as the organic exposure received by our sponsors during the event itself which is attended by 650 of St. Albert's most influential and philanthropic citizens.

Why you WHY US?



Presenting

PARTNER

\$25,000



BENEFITS INCLUDE

- “Your Company” presents Sturgeon Community Hospital Foundation Friend Raiser Gala
- Premier Gala seating for a table of 10
- Company name/logo to be included in the event graphics as Presenting Sponsor, including, but not limited to: Invitations, event letterhead, program cover, etc.
- Limousine transportation to and from the event for your table guests (from one location)
- Concierge bar service and premium wines to your table
- Full page message in the event program
- Name/logo recognition: in all electronic promotional materials; on SCHF website; on event screens and event signage; in event program; from Podium; in Foundation newsletter and post event recognition in the St. Albert Gazette; and across all social media platforms
- Permanent plaque on Donor Wall at Sturgeon Community Hospital
- Right of first refusal for 2021 Friend Raiser Gala
- Tax deductible receipt

BENEFITS INCLUDE

- Premier Gala seating for a table of 10
- Limousine transportation to and from the event for your table guests (from one location)
- Concierge bar service and premium wines to your table
- 1/2 page message in the event program
- Corporate logo on dinner menu card
- Opportunity to participate in the menu selection
- Name/logo recognition: in all electronic promotional materials; on SCHF website; on event screens and event signage; in event program; from Podium; in Foundation newsletter and post event recognition in the St. Albert Gazette; and across all social media platforms
- Permanent plaque on Donor Wall at Sturgeon Community Hospital
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BENEFITS INCLUDE

- Premier Gala seating for a table of 10
- Limousine transportation to and from the event for your table guests (from one location)
- Concierge bar service and premium wines to your table
- 1/4 page message in the event program
- Placement of company branding inside reception as best suits the sponsor
- Name/logo recognition: in all electronic promotional materials; on SCHF website; on event screens and event signage; in event program; from Podium; in Foundation newsletter and post event recognition in the St. Albert Gazette; and across all social media platforms
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Decor | Dessert | Entertainment | Dinner Wine | Raffle | Program | Signature Cocktail

BENEFITS INCLUDE

- Premier Gala seating for a table of 10
- Naming recognition specific to the category selected
- Concierge bar service and premium wines to your table
- Specific branding on sponsored area (e.g. logo on wine bottles, branding on dessert plate) as best suits sponsor and as agreed upon between sponsor and SCHF.
- Name/logo recognition: in all electronic promotional materials; on SCHF website; on event screens and event signage; in event program; from Podium; in Foundation newsletter and post event recognition in the St. Albert Gazette; and across all social media platforms
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BENEFITS INCLUDE

- Gala seating for a table of 10
- Name/logo recognition: in all electronic promotional materials; on SCHF website; on event screens and event signage; in event program; from Podium; in Foundation newsletter and post event recognition in the St. Albert Gazette; and across all social media platforms
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Gold Star SPONSOR

\$3,000

BENEFITS INCLUDE

- 4 complimentary gala tickets
- Name/logo recognition: in all electronic promotional materials; on SCHF website; on event screens and event signage; in event program; from Podium; in Foundation newsletter and post event recognition in the St. Albert Gazette; and across all social media platforms
- Permanent plaque on Donor Wall at Sturgeon Community Hospital
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Silver Star SPONSOR

\$1,000

BENEFITS INCLUDE

- As a Silver Star Sponsor you have the opportunity to gain visibility by Presenting a Table - you can put your name/brand on a table for 10 people, providing your organization with direct exposure to Gala guests.
- As a Table Presenter you have the option of presenting a small gift for your table guests as agreed upon with the SCHF.
- Recognition at event - on screen and in print; recognition in SCHF newsletter, website and post event recognition in the St. Albert Gazette.
- Tax deductible receipt

Bronze Star SPONSOR

\$500+

BENEFITS INCLUDE

- Recognition at event - on screen and in print; recognition in SCHF newsletter, website and post event recognition in the St. Albert Gazette.
- Tax deductible receipt

Copper Star SPONSOR

\$250+

BENEFITS INCLUDE

- Recognition in SCHF newsletter, website and post event recognition in the St. Albert Gazette.
- Tax deductible receipt