

SPONSORSHIP PACKAGE



Canadian Progress Club - Calgary Bow River presents

24TH ANNUAL WINE GALA & AUCTION

Saturday, April 21, 2012 at the Glencoe Club (636 - 29 Ave SW)

Wine Tasting 6:30 p.m. Dinner 7:30 p.m.

In support of



*Big Brothers Big Sisters
of Calgary and Area*

For more information visit
www.cpcbowlriver.com or
www.bbbscalgary.com



ABOUT THE EVENT

24TH ANNUAL WINE GALA & AUCTION

The Wine Gala & Auction, presented by Canadian Progress Club - Calgary Bow River, is one of Calgary's most prestigious fundraising events. The event supports Big Brothers Big Sisters of Calgary and Area to provide mentoring programs for young people in Calgary and surrounding areas.

This gala offers a great opportunity to support a worthy cause. The evening begins with a reception featuring Napa Valley wines and artisan cheeses. During the reception, guests are invited to support BBBS Calgary through a silent auction and a donor board to contribute directly to activities for Little Brothers and Little Sisters. The reception is followed by a gourmet three-course dinner and entertainment. Dave Kelly of Kelly Brothers Productions will emcee the evening featuring inspiring interviews. The evening concludes with a live auction of premier items.

WAYS TO GET INVOLVED

This event would not be possible without the support of sponsors, donors, in-kind supporters and ticket purchases.

Four levels of sponsorship offer various benefits and recognition to companies who would like to support the event. The Cabernet Sponsor (\$10,000) is the premier sponsorship opportunity followed by the Syrah Sponsor (\$5,000), Chardonnay Sponsor (\$3,500) and Corporate Table Sponsor (\$2,000). Complete details about these valuable sponsorship opportunities are outlined in this package.

In addition to these sponsorships, the Wine Gala & Auction offers in-kind and custom sponsorship opportunities to companies who wish to donate to or support the event. Please contact Gary Nissen at gary@dbpi.ca or Bill Koenig at bill@drillingfunds.com to discuss other opportunities.



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ABOUT THE CHARITY

ABOUT BIG BROTHERS BIG SISTERS OF CALGARY AND AREA

Big Brothers Big Sisters of Calgary and Area (BBBS Calgary) is a donor supported, volunteer driven organization recognized for mentoring programs for children and youth in Calgary, Airdrie, Chestermere, Cochrane, High River, Okotoks, Rocky View County and surrounding areas. Canadian Progress Club of Calgary officially founded BBBS Calgary in 1994 by merging Aunts at Large, Big Sisters of Calgary and Uncles at Large. Together, these organizations have contributed to the Calgary community for over 40 years.

The BBBS Calgary mission is to impact the lives of young people and volunteers through the power of mentoring. They achieve this by matching caring volunteers called Bigs with a child or youth called a Little. All children benefit from having a positive adult role model in their lives, and the impact of mentor in these early years will last a lifetime. Last year, 1,763 children and their families participated in BBBS Calgary programs and services. Visit www.bbbscalgary.com for more information.

A MESSAGE FROM BIG BROTHERS BIG SISTERS OF CALGARY AND AREA

We're Big Brothers Big Sisters. We believe every child should have the opportunity to reach his or her full potential - both as individuals and citizens. For nearly 100 years, Big Brothers Big Sisters has been making a positive difference in the lives of our nation's youth by developing and implementing a wide range of one-to-one programs both in school and outside of school.

Serving as role models, our mentors teach by example the importance of giving and giving back, staying in school and having respect for family, peers and community. Each time we pair a child with a mentor, we start something incredible. We start a life-changing relationship built on friendship, trust and empowerment.

Witnessing the transformation of a child into a confident, caring and motivated young person is a remarkable thing. Ushering them into adulthood, seeing them grow into a successful, responsible member of their community and society at large is even more satisfying. Proudly, it's something our staff, volunteers and donors help bring about every day, and we are grateful for their generosity and support.

Whether it's in the form of time or money, there is no more important investment that we as individuals can make than in helping our nation's youth realize and share their full potential.

We believe in the power of mentoring.



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CABERNET SPONSOR

\$10,000

The Cabernet Sponsor is the premier sponsorship opportunity at the 24th Annual Wine Gala and Auction. This one-of-a-kind sponsorship will receive the most recognition and benefits to your company. Benefits include:

PRE-EVENT RECOGNITION

- Significant logo placement and acknowledgement on Canadian Progress Club - Calgary Bow River website
- Significant logo placement and acknowledgement on Big Brothers Big Sisters of Calgary and Area website
- Logo placement on Wine Gala & Auction letterhead

EVENT RECOGNITION

- One table for 8 guests
- Two cases (24 bottles) of featured Napa Valley wine
- Prominent and frequent feature of company logo on large display screens during the gala
- Major recognition of company name and logo in event program
- Logo placement on silent auction bid sheets
- Verbal acknowledgement and appreciation expressed by emcee

POST-EVENT RECOGNITION

- Significant logo placement and acknowledgement on Canadian Progress Club - Calgary Bow River website
- Significant logo placement and acknowledgement on Big Brothers Big Sisters of Calgary and Area website
- Acknowledgement in media publications including the Calgary Herald
- Company name and logo on post-event thank you materials



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SYRAH SPONSOR

\$5,000

The Syrah Sponsor is a significant way to support the Wine Gala & Auction. This sponsorship is limited to just three sponsors. Companies will receive substantial recognition and benefits including:

PRE-EVENT RECOGNITION

- Logo placement and acknowledgement on Canadian Progress Club - Calgary Bow River website
- Logo placement and acknowledgement on Big Brothers Big Sisters of Calgary and Area website

EVENT RECOGNITION

- One table for 8 guests
- One case (12 bottles) of featured Napa Valley wine
- Prominent feature of company logo on large display screens during the gala
- Recognition of company name and logo in event program
- Verbal acknowledgement and appreciation expressed by emcee

POST-EVENT RECOGNITION

- Logo placement and acknowledgement on Canadian Progress Club - Calgary Bow River website
- Logo placement and acknowledgement on Big Brothers Big Sisters of Calgary and Area website



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CHARDONNAY SPONSOR

\$3,500

The Chardonnay Sponsor is a meaningful way to support the Wine Gala & Auction while receiving company recognition. Benefits include:

PRE-EVENT RECOGNITION

- Logo placement and acknowledgement on Canadian Progress Club - Calgary Bow River website
- Logo placement and acknowledgement on Big Brothers Big Sisters of Calgary and Area website

EVENT RECOGNITION

- One table for 8 guests
- One gift basket (6 bottles) of featured Napa Valley wine
- Feature of company logo on large display screens during the gala
- Recognition of company name and logo in event program
- Verbal acknowledgement and appreciation expressed by emcee

POST-EVENT RECOGNITION

- Logo placement and acknowledgement on Canadian Progress Club - Calgary Bow River website
- Logo placement and acknowledgement on Big Brothers Big Sisters of Calgary and Area website



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CORPORATE TABLE SPONSOR

\$2,000

The Corporate Table Sponsorship provides added benefits to a company for purchasing a table of eight seats at the gala. In addition to the seats provided, the sponsor receives:

EVENT RECOGNITION

- One table for 8 guests
- Feature of company logo on display screens during the gala
- Recognition of company name in event program
- Verbal acknowledgement and appreciation expressed by emcee

POST-EVENT RECOGNITION

- Name acknowledgement on Canadian Progress Club - Calgary Bow River website
- Name acknowledgement on Big Brothers Big Sisters of Calgary and Area website



Canadian Progress Club



Big Brothers Big Sisters
of Calgary and Area

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