

# 2020 SPONSORSHIP PACKAGE

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



## NIGHT OF WONDERS



EDMONTON

APRIL 15, 2020  
Edmonton Convention Centre

PRESENTED BY

**ATB**







# THE CHAIR'S MESSAGE

## DEAR SUPPORTER,

I am pleased to join Children's Wish / Make-A-Wish Foundation of Canada in bringing the Night of Wonders gala back to Edmonton this year. This is a pivotal time for this newly-amalgamated organization as they strive to grant the wish of every eligible child across the country. Night of Wonders supports this mission through sponsorships, ticket sales, and donations, and is one of the organization's largest fundraising events of the year.

For a child with a critical illness, a wish gives them the strength to endure their treatments and build resilience. As one entity, Make-A-Wish Canada 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 procedures, hospital stays, and tough recoveries are all-consuming.

The average cost of a wish is \$10,000, and because Children's Wish / Make-A-Wish Canada operates without any government funding, sponsorship is one of their 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,  
KEVIN UEBELEIN, CEO, AIMCO  
NIGHT OF WONDERS COMMITTEE 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



Lennon is a very happy 7-year-old. He loves to play outside, build Lego and dress up as comic book characters. When he isn't causing trouble playing the villain taking over the world, he enjoys riding his bike or jumping on the trampoline.

Shortly before his second birthday, Lennon began experiencing seizures. He was diagnosed with epilepsy caused by tuberous sclerosis (TS). Lennon would have seizure activity every thirty seconds. The magnitude of his condition during a critical time of his development caused severe damage to his mental growth. Lennon's development slowly regressed. He soon lost all social and language skills.

Lennon's health challenges were difficult for him and his family. His seizures would occur sporadically and leave him exhausted. "Seizures don't care if you are just about to go trick or treating or if it's your friend's birthday party" says Kim, Lennon's mother, "the only way to 'recover' from one is to sleep it off."

In 2014, Lennon had brain surgery to remove the tuber that caused his epilepsy. Since then, his condition has remained stable. Today, Lennon is very social, bright and loves to learn. Because TS affects other organs in the body, Lennon continues to be monitored and gets a little extra help in school.

After being referred by his nurse practitioner, Lennon has wished for a family trip on the Disney Marvel Cruise. He is particularly excited to meet Loki and hopes to borrow his scepter! Thanks to referrals like Lennon's, Children's Wish Foundation continues to provide over 130 heartfelt wishes to children facing life threatening illness each year.

## ONE NIGHT MAKES A DIFFERENCE

The 9th annual gala, supporting Children's Wish / Make-A-Wish, Alberta & NWT Chapter, is a highly anticipated social and fundraising event. It is expected to be another spectacular evening that will feature auctions, entertainment, a lively atmosphere and the giving of a precious gift of a wish to children with life-threatening illnesses and their families. Corporations and individual donors who support the Night of Wonders gala provide vital funding to ensure wish granting efforts reach eligible children in Edmonton and across Northern Alberta.

The Night of Wonders Gala hosts an exclusive guest list of up to 500 of Edmonton's business and social luminaries, local celebrities and wish families. The generous attendees come together to grant wishes and share in the joy of changing young, deserving lives.



# NIGHT OF WONDERS GALA

**Date:** Wednesday, April 15, 2020

**Time:** 6 pm to 10 pm

**Venue:** Edmonton Convention Centre  
9797 Jasper Ave, Edmonton, AB

**Website:** [www.nightofwonders.ca](http://www.nightofwonders.ca)





# Your Sponsorship COMMITMENT

	Gift of Joy (Presenting Sponsor) <b>SOLD</b>	Gift of a Wish (Partial Tax Receipt) <b>\$10,000</b>	Gift of Memories (Acrobat Sponsor) <b>\$8,000</b>	Gift of Distraction (Auction Sponsor) <b>\$8,000</b>	Gift of Fun (Game Sponsor) <b>\$5,000</b>	Gift of Healing (Branding Sponsor) <b>\$5,000</b>	Table Sponsors <b>\$3,000</b>
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	✓	✓					
Branding of Carnival Game			✓		✓		
Company Mentioned on Social Media	✓	✓	✓	✓			
Company Logo on Table	✓	✓	✓	✓	✓	✓	✓
Complimentary Tickets Available	20	10	10	10	10	10	10
Number of Sponsorships Available	<b>SOLD</b>	10	1	1	5	5	



# SPONSORSHIP TIERS

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

- Exclusive 'Presented by' title
- Two tables of 10 guests with VIP placement
- Exclusive wish granting experience
- Logo exclusivity with Night of Wonders logo
- Inclusion of company's logo on ALL materials
- Pre-recorded video remarks about the company (30 seconds to 1 minute)
- Full page ad in event program
- Most prominent logo placement in:
  - o Invitations
  - o Event program
  - o Event website
  - o Multimedia presentation
  - o Sponsor signage
- Website profile & social media recognition prior to the event
- Premiere corporate banner placement at entrance to ballroom (sponsor provided)
- Written recognition through, but not limited to Children's Wish Foundation social media channels
- Opportunity to give branded give-aways.
- Invitation to Trees of Joy 2020 wish granting experience





# SPONSORSHIP TIERS

## **GIFT OF A WISH** Wish Granter Sponsor (\$10,000)

- Partial tax receipt
- One table of 10 guests with VIP placement.
- Written recognition through Children's Wish social media channels.
- Invitation for 10 people to Trees of Joy Wish granting event.
- Prominent logo placement in:
  - o Event program
  - o Event website
  - o Multimedia presentation

## **GIFT OF MEMORIES** Acrobat Sponsor (\$8,000)

- One table of 10 guests with VIP placement
- Logo represented throughout the night
- Opportunity to provide branded gifts.
- Branding of one carnival game
- 1/4 page ad in the event program.
- Company mentions on social media channels.

## **GIFT OF DISTRACTION** Auction Sponsor (\$8,000)

- One table of 10 guests with VIP placement
- Logo represented on Bidding System Tablets, Leader Board and multimedia presentation
- 1/4 page ad in event program
- Opportunity to provide branded giveaways

## **GIFT OF FUN** Game Sponsor (\$5,000)

- Branding of one carnival game
- One table of 10 guests
- Logo represented throughout the night
- 1/4 page in the event program

## **GIFT OF HEALING** Branding Sponsor (\$5,000)

- One table of 10 guests
- Choose from several branding options
- Logo represented throughout the night
- 1/4 page in the event program

## **TABLE SPONSOR** (\$3,000)

- One table of 10 guests
- Logo featured on table





# CONTACT

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**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](http://www.thepowerofonewish.ca) for more information.**

