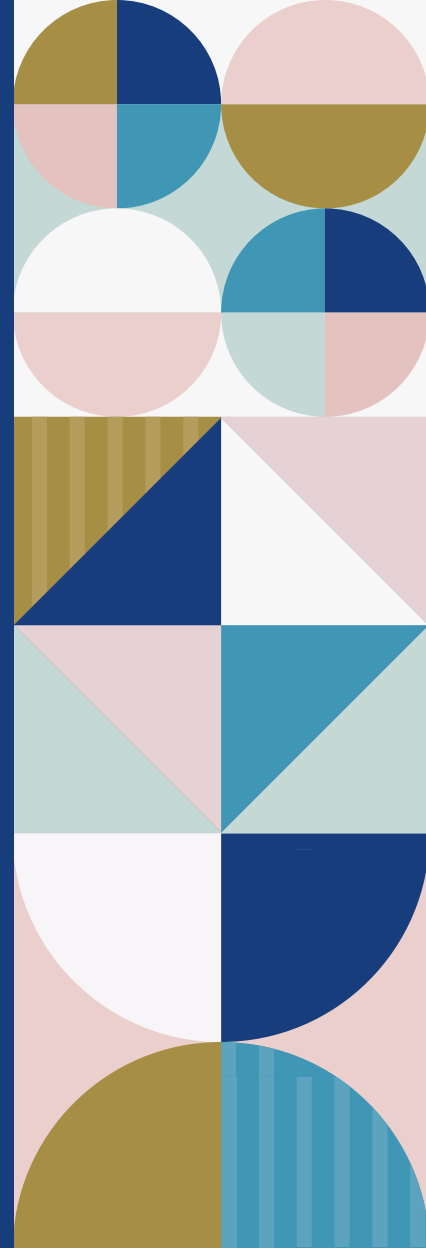


Syncrude
Presents

Fashion with Compassion AT HOME



**SPONSORSHIP
PACKAGE**



Sorrentino's Compassion House

A haven for women battling cancer.

Imagine having to leave your home, friends and family to travel for cancer treatment. It can be physically, emotionally and financially devastating to a woman and her family. Sorrentino's Compassion House is a haven for women battling cancer who must travel to Edmonton for treatment. Safe, warm and inviting, guests discover a home where they can focus on healing.

Since opening in 2002, more than 1,600 women from 275 communities, primarily from central and northern Alberta, have stayed at Sorrentino's Compassion House. Guests typically stay at the house for an average of five weeks.

Guests pay \$35 per night to stay at Sorrentino's Compassion House, but the actual cost to operate the house is \$135 per night per suite. Community support allows Compassion House Foundation to keep the fees reasonable and ease the distress of the cancer journey.

“Without Sorrentino's Compassion House, my journey would be way more stressful, and financially it would be a huge hardship. There would be no feelings of home and comfort. I wouldn't be able to keep up with any piece of normal life. I probably would have had to travel back and forth every day for treatment. Sorrentino's Compassion House feels like home.”

-Ashley, former guest



**compassion
house** FOUNDATION

Compassion House Foundation is a non-profit, charitable organization that relies on donations to support the ongoing operating costs of Sorrentino's Compassion House.

24th Annual

Fashion with Compassion AT HOME

Fashion with Compassion is the annual signature fundraiser of Compassion House Foundation, in support of Sorrentino's Compassion House.

Fashion with Compassion has earned a reputation for delivering a world-class fashion show in support of a recognized and meaningful charity. In 2019, nearly 1200 people attended this dynamic fashion show professionally produced by Canadian fashion legend Kelly Streit, President & CEO of Mode Models.

This year's Fashion with Compassion will be a virtual experience set at our home, Sorrentino's Compassion House, enjoyed from the comfort and safety of your home—no matter where you live! This is a first in Fashion with Compassion's near-25 year history.

Tickets: \$50

Why Sponsor?

- Align your brand with a highly-regarded event and charity to convey that your business supports and empowers women
- Promote your business and increase positive brand visibility
- Help Sorrentino's Compassion House remain an affordable option for women who must travel to Edmonton for cancer treatment

Social Media

Fashion with Compassion has a very active social media presence. Social media channels with over 4,700 followers including Twitter, Instagram, and Facebook will highlight your support pre- and post-event. During the event, a social media sidebar will provide live coverage using the hashtag #yegfwc and engage with attendees.



@yegchf

Audience Demographics

Key business and community leaders from central and northern Alberta.

Primary age range of 30-60.

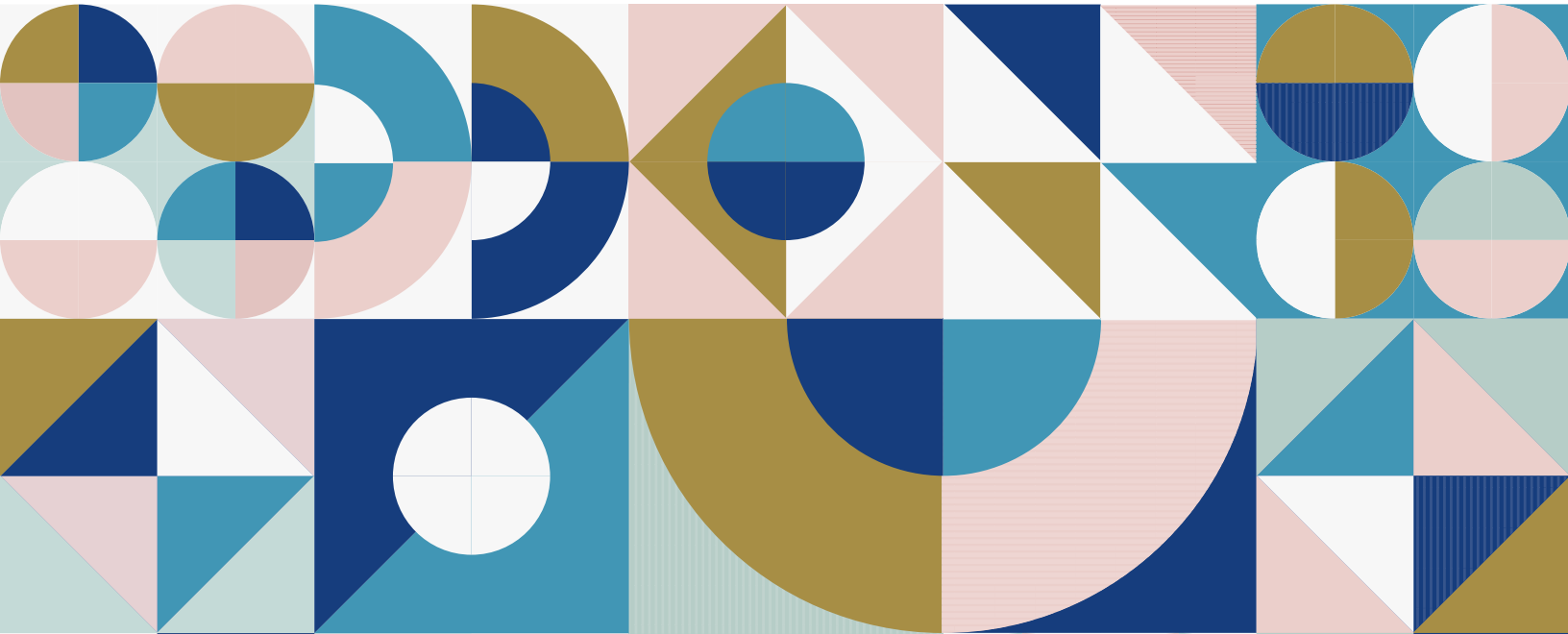
70% women and 30% men.

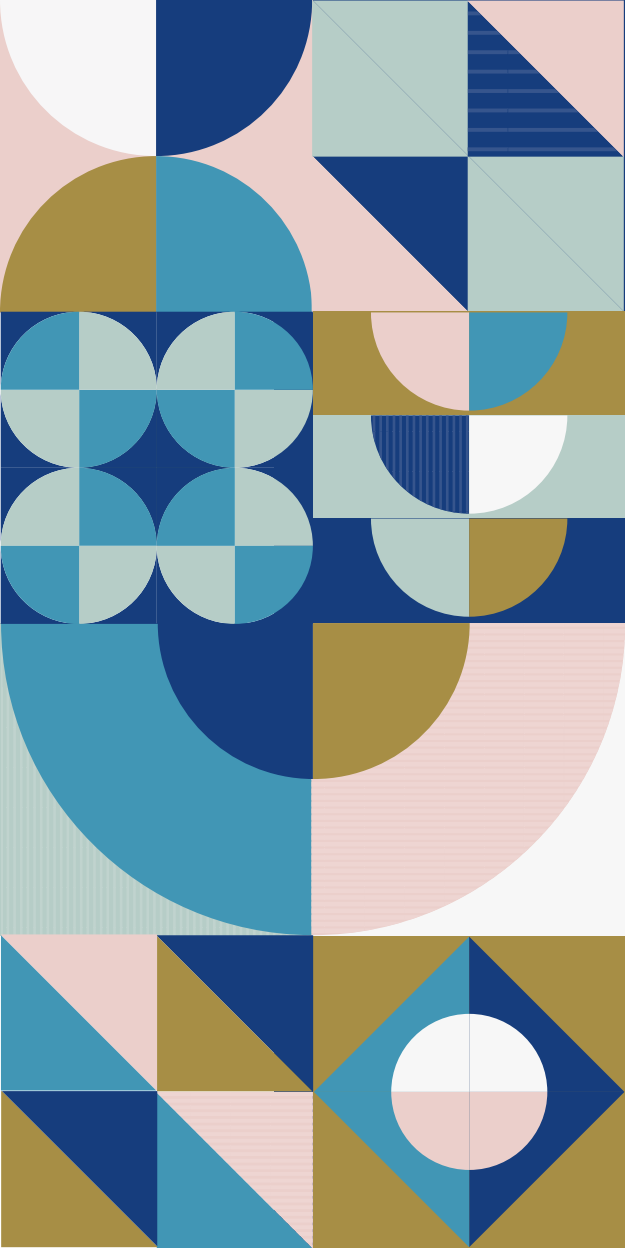
2020 Sponsorship Opportunities

Engage and support women from Edmonton and Northern Alberta (and beyond).

The intent of this package is to start a sponsorship discussion. Compassion House Foundation is excited to work with you to find a meaningful opportunity to help meet your business goals. If you prefer to make a financial contribution that directly supports women during their cancer journey instead of an event sponsorship, we are pleased to issue you a charitable tax receipt.

We look forward to discussing Fashion with Compassion.
Please contact **Michelle Okere** at michelle@compassionhouse.org or 780-434-7290.





\$50,000 Event Naming Sponsor

RESERVED FOR SYNCRUDE

MAJOR RECOGNITION WITH:

- "Company" presents Fashion with Compassion
- Company logo to be incorporated in the event logo and on all Fashion with Compassion marketing materials
- 20 complimentary tickets
- Name/logo recognition on all event materials
- Opportunity to participate in three-minute sponsor video
- Corporate logo included in event sponsor loop
- Logo featured on electronic invite and event webpage with hyperlink
- Acknowledgement in event script
- Minimum two social media mentions per week from June to October 8, 2020 in Compassion House Foundation social media
- Recognition in post-event marketing collateral, including thank you messages

\$30,000 Matching Donor

SPONSOR WILL RECEIVE:

- Company profile in e-blast and on social media before the event
- Corporate logo on screen tracking donations throughout event
- Opportunity to participate in 90-second sponsor video
- 10 complimentary tickets
- Corporate logo included in event sponsor loop
- Logo featured on event webpage with hyperlink
- Acknowledgement in script
- Minimum 10 social media mentions
- Promotion of hashtag *#CompanyCares* in social media posts
- Recognition in post-event marketing collateral, including thank you messages

\$10,000 Guest Story Sponsor

SPONSOR WILL RECEIVE:

- Corporate logo on screen during guest story segments
- Opportunity to participate in 30-second sponsor video
- 8 complimentary tickets
- Corporate logo on event website with hyperlink
- Acknowledgement in event script
- Corporate logo included in event sponsor loop
- Minimum eight social media mention





\$10,000 Entertainment Sponsor

SPONSOR WILL RECEIVE:

- Corporate logo on screen during entertainment segments
- Opportunity to participate in 30-second sponsor video
- Eight complimentary tickets
- Corporate logo on event website with hyperlink
- Acknowledgement in event script
- Corporate logo included in event sponsor loop
- Minimum eight social media mentions

\$7,500 Fashion Segment Sponsor

RESERVED FOR JLL

SPONSOR WILL RECEIVE:

- Corporate logo on screen during segment
- Opportunity to participate in sponsor video
- Six complimentary tickets
- Corporate logo on event website with hyperlink
- Acknowledgement in event script
- Corporate logo included in event sponsor loop
- Minimum six social media mentions

\$5,000 Naming Opportunities

FIVE OPPORTUNITIES

Social Media Wall Sponsor <small>Reserved for DynaLife</small>	Virtual Photo Booth Sponsor	Cocktail Sponsor
Pre-Show Sponsor	Family Activity Sponsor	

SPONSOR WILL RECEIVE:

- Naming recognition specific to the event component selected
- Opportunity to participate in sponsor video
- Four complimentary tickets
- Corporate logo on recipe sent to attendees via e-blast
- Acknowledgement in event script
- Corporate logo included in event sponsor loop

\$2,500 Fashion Friends

SPONSOR WILL RECEIVE:

- 2 complimentary tickets
- Corporate logo on event website with hyperlink
- Corporate logo included in event sponsor loop

