

PURPLE TIE GALA - VIRTUAL EDITION

SPONSORSHIP OPPORTUNITIES

OUR NEED

In January 2020, the City of Ottawa became the first Canadian municipality to declare an affordable housing and homelessness emergency.

As part of this crisis, almost **1,000 women become homeless in Ottawa each year.**

Cornerstone Housing for Women provides places of safety and support to women struggling with poverty and homelessness here in our city. We offer **emergency shelter** and **supportive housing** in five locations across the city, which provide case management, substance use support, and connections to mental health and health care for those that require it. We serve more than **170,000** warm, nutritious meals each year.

We can't do this alone.

Thanks to the support of organizations like yours, Cornerstone Housing for Women is able to help more than 200 women every day, and more than 600 women every year, in transforming their lives from crisis to hope, housing, and healing.

We are so appreciative that your organization is considering supporting our efforts to fight homelessness here at home. Join us for our signature fundraiser of the year: the ***Purple Tie Gala - Virtual Edition!***

OUR EVENT

Launched in 2019, the *Purple Tie Gala* was a sell-out success, quickly becoming one of the most important annual fundraisers for our efforts at Cornerstone Housing for Women.

When we were presented with the 2020 pandemic, we quickly got to work to turn the event into an at-home virtual experience, with ticket-buyers being treated to hand-delivered gourmet baskets to enjoy at home during our broadcast. We raised \$73,000 in crucial funds!

On **Saturday, October 2, at 7:00 PM**, the *Purple Tie Gala - Virtual Edition* will return! Airing on Rogers TV (Channel 22) to a wide audience, and livestreaming on our Facebook Page for our passionate supporters, we invite you to be a part of it!

SPONSORSHIP OPPORTUNITIES

The awareness campaign for the *Purple Tie Gala (PTG)* in 2021 is one of our most ambitious campaigns yet, which will help ensure its success, as well as guarantee positive brand exposure for your organization.

Please consider supporting our mission with one of the following Sponsorship Opportunities. You'll not only be showing people across Ottawa that you're an ally in our fight against homelessness, but you will truly be helping make measurable change in our city.

100% of your investment goes to Cornerstone Housing for Women, registered Canadian charity #83725-8854-RR0001.

FRIEND OF CORNERSTONE - *Investment: \$1000*

- **x2 Tickets to the (Virtual) Purple Tie Gala (Value: \$190)** - Each ticket includes the following (for owners, staff, or to give away in customer contests, at your discretion):
 - A curated hospitality basket from amazing local shops, hand-delivered for you to enjoy the night of the PTG broadcast
 - Your "Purple Pass" ticket, needed for draws and for posing with purple attire in our social media photo contest on October 2.
- **BRAND RECOGNITION** - Your company's logo will be featured on:
 - Official web page for PTG (*on Cornerstone's website*)
 - Colour 11x17 posters distributed indoors and outdoors in the city (*minimum x200*)
 - Digital poster for social media
 - Event program hand-delivered in hospitality baskets (*~200 programs*)
- **SOCIAL MEDIA** - Guaranteed posts to Cornerstone's social media, promoting your company's goods and services, and thanking you for your participation as a sponsor:
 - Facebook Page: x1 Post Minimum
 - Facebook Event: x1 Post Minimum
 - Instagram: x1 Post Minimum
 - Instagram Story: x1 Post Minimum
 - Twitter: x1 Post Minimum

- **COLLATERAL** - You may provide one piece of collateral from your organization to be hand-delivered inside each of our curated gift baskets to our affluent ticket buyers. For best results, we recommend this include custom messaging about the PTG, your support of Cornerstone, and/or a special offer that could be redeemed. (*~200 pieces*)
- **BROADCAST** - During our TV broadcast and livestream on October 2, and available indefinitely online afterwards, the following recognition will be given:
 - Thanks from broadcast hosts (minimum x1)
 - Logo placement
- **NEWS RELEASE** - Mention on your participation as a sponsor in any future News Releases to be sent out to the media, following your sign-on as a sponsor. (*timed offer*)
- **EMAIL NEWSLETTER** - Guaranteed minimum of one mention of your sponsorship to Cornerstone's popular email newsletter, which goes to our passionate supporters, who will appreciate your efforts to fight homelessness. (*timed offer; ~6,000 subscribers*)
- **BRAND USAGE** - Approval and permission to use "Official Sponsor" or "Friend of Cornerstone" to describe your company's own promotion of your support for the PTG, positioning your brand as a community leader in the fight against Ottawa's homelessness emergency.
- **REPORT** - A sponsor report following the event, highlighting the event's successes thanks to your support, and providing evidence that we delivered on the benefits listed here.

PREMIUM SPONSORSHIPS

HOSPITALITY BASKET SPONSOR - *Investment: \$2500 (1 Available)*

- **BASKET BRANDING & CURATION**

The hospitality basket is a key element of our marketing campaign; indeed, it is the primary “item” that ticket buyers will be receiving in exchange with their PTG ticket, as a way to make them feel welcomed to the virtual event at home. We are anticipating delivering ~200 baskets to ticket holders around the city.

We will work with you to make sure the presentation of the basket is clearly “from” your organization. This sponsorship is ideal for a Business Improvement Area (BIA), in that we would purchase the contents of our hospitality baskets from your member businesses, who will in turn receive promotion in our marketing campaign. Please contact Amber Bramer (contact info on last page) for full details.

- **ALL OF THE BENEFITS LISTED ABOVE AS A “FRIEND OF CORNERSTONE,” with the following enhancement:**
 - **SOCIAL MEDIA - Double** the guaranteed posts on social media for your organization, guaranteeing a minimum of **x10 posts** across Facebook, our Facebook Event, Twitter, Instagram, and Instagram Stories

WINE SPONSOR - *Investment: \$2500 (1 Available)*

- **BRANDING OPPORTUNITY & MESSAGING**

Your brand will be directly linked to helping provide the “celebration” to the PTG in 2021! Tickets sold will include one bottle of wine, which will be hand-delivered to ~200 ticket holders.

Our marketing campaign and video broadcast will ensure viewers know that the evening’s wine was provided by your company, helping create a friendly and trusted brand image with our audience.

- **ALL OF THE BENEFITS LISTED ABOVE AS A “FRIEND OF CORNERSTONE,” with the following enhancement:**
 - **SOCIAL MEDIA - Double** the guaranteed posts on social media for your organization, guaranteeing a minimum of **x10 posts** across Facebook, our Facebook Event, Twitter, Instagram, and Instagram Stories

“PURPLE PASS” SPONSOR - Investment: \$2500 (1 Available)

- **CUSTOM BRANDING CAMPAIGN**

At our Virtual PTG last year, our “Purple Pass” concept was one of the highlights: ticket buyers from across the city dressed up in purple and took “selfie” photos with the Purple Pass that came in their hospitality basket for a chance to win a large prize. We ended up with a ton of great photos on social media showing off the declaration “I CHOOSE HOPE,” and your brand could be tied to this (or similar) positive messaging, ensuring some powerful traction on social media with people proudly showing off your brand in support of Cornerstone.

Your commitment to this concept, which was proven to be very successful last year, also comes with the opportunity to customize this campaign with your brand (ex: “*World Travel Inc.’s Purple Passport*”).

Note that this sponsorship can be “paid” for, in-part or in-full, by providing a Grand Prize for the event, where we would treat your prize at 50% of retail value (ie: a \$5,000 prize would pay for this \$2,500 sponsorship entirely). If you’d prefer to not provide a prize, we will instead tie your brand to another prize we will acquire (in consultation with you). This “golden ticket” concept is a key element of our marketing campaign, and you could be its main focus!

- **ALL OF THE BENEFITS LISTED ABOVE AS A “FRIEND OF CORNERSTONE,” with the following enhancement:**
 - **SOCIAL MEDIA - Doubled** for your organization, guaranteeing a minimum of **x10 posts** across Facebook, our Facebook Event, Twitter, Instagram, and Instagram Stories

ENTERTAINMENT SPONSOR - Investment: \$5000 (1 Available)

- **ALL ENTERTAINERS PRESENTED BY... YOU!**

Your organization will be promoted as the presenter of all of the night's entertainment segments (minimum two, maximum three), and you will have the opportunity to present each of the segments in the actual video production. The entertainment segments are a main draw of PTG, and your brand will get premium billing right beside all main acts.

Of note, your brand will be mentioned as the Presenter of *all* entertainers throughout our entire social media campaign, as well, so you'll receive a lot of exposure and love through that leading up to the event, which is *on top* of the already increased social media benefits outlined below.

- **ALL OF THE MANY BENEFITS LISTED ABOVE AS A “FRIEND OF CORNERSTONE,” with the following enhancements:**

- **TICKETS** - **x4 Tickets** to the (Virtual) Purple Tie Gala (Value: \$390)
- **SOCIAL MEDIA** - **Tripled** for your organization, guaranteeing **x15 posts** across Facebook, our Facebook Event, Twitter, Instagram, and Instagram Stories.

“MATCHING DONOR” SPONSORSHIP - *Investment: \$5000 (3 Available)*

- **FUND MATCHING CAMPAIGN**

A strong display of your organization’s commitment to our most city’s vulnerable people is to commit to be a Matching Donor. This concept is one that is well understood by the general population and will help your brand shine locally: the public will be made aware that donations will be matched by your organization, up to the amount that you sponsored.

This sort of public commitment will help elevate your brand in Ottawa in our strong push for donations as part of the PTG promotional campaign.

- **ALL OF THE MANY BENEFITS LISTED ABOVE AS A “FRIEND OF CORNERSTONE,” with the following enhancements:**

- **TICKETS** - **x4 Tickets** to the (Virtual) Purple Tie Gala (Value: \$390)
- **SOCIAL MEDIA** - Social media marketing will be **tripled** for your organization, guaranteeing **x15 posts** across Facebook, our Facebook Event, Twitter, Instagram, and Instagram Stories.

PRESENTING SPONSOR - *Investment: \$10,000 (1 Available)*

The strongest commitment to our organization and need, this comes with the following:

- PTG will be referenced as “Presented By” your organization throughout our campaign, ensuring the public understands your prominent importance with making the fundraiser a success
- In our fundraising campaign for PTG, we will actively promote that all donations made to Cornerstone will be matched by your organization, up to \$10,000. This promotion will undoubtedly endear your organization to our passionate supporters, and new supporters we aim to capture during this major campaign.
- Opportunity for a representative from your organization to give remarks in a professionally-produced video that will air as part of PTG, with no cost to you. This message could be about how your organization supports Cornerstone’s efforts to fight homelessness in Ottawa, your products and/or services, or any special announcements you’d like to make. The broadcast will be airing on October 2 on Rogers TV and streaming on our Facebook Page, and will also remain online for the public to enjoy following the original broadcast.
- **ALL OF THE MANY BENEFITS LISTED ABOVE AS A “ FRIEND OF CORNERSTONE,” with the following enhancements:**
 - **TICKETS** - **x8 Tickets** to the (Virtual) Purple Tie Gala (Value: \$780)
 - **PRIMARY POSITIONING** - Your name and/or logo will be presented in a first and/or central position, throughout our marketing campaign and during the broadcast (which will remain online).
 - **SOCIAL MEDIA** - Social media marketing will be **tripled** for your organization, guaranteeing **x15 posts** across Facebook, our Facebook Event, Twitter, Instagram, and Instagram Stories.

CUSTOMIZED SPONSORSHIP - *Investment: Starting at \$2500*

We understand that your business may have unique needs right now, and we’re happy to work with you, alongside our professional marketing team, to develop a custom campaign that will help you achieve your current goals.

Just contact Amber Bramer to discuss; her info is below!

OUR THANKS

Cornerstone Housing for Women cannot continue its important work serving our city's vulnerable populations without support from caring organizations like yours.

That said, sponsorship of Purple Tie Gala comes with tangible benefits that will help reach our supporters, while endearing yourself to them for your support.

It's a win-win, and we're keen to work with you!

To get started, please contact:

Amber Bramer
Resource Development Manager
Cornerstone Housing for Women
Phone: 613-234-6584, Ext. 503
Email: amber.bramer@cornerstonewomen.ca