



PURPLE TIE GALA

Let's Get Together!

OCTOBER 14
NATIONAL ARTS CENTRE



PURPLE TIE GALA | SPONSORSHIP OPPORTUNITIES

OUR NEED

Cornerstone Housing for Women provides a community of care and support to women and gender-diverse people struggling with poverty and homelessness in Ottawa. We offer **emergency shelter** and **supportive housing** in five locations across the city – soon to be six – that provide case management, substance use support, and connections to mental health and health care for those who require it. We serve more than **107,000** nutritious meals each year. **We can't do this alone.**

We are in the midst of three concurrent crises: a cost of living crisis, a housing and homelessness state of emergency, and an overdose epidemic. Cornerstone is also facing funding shortfalls; we are losing \$1 million in federal COVID relief funding and the provincial government's budget is cutting back much-needed funds for housing and homelessness in our city. Without this funding, women in our emergency shelter will not receive the level of staffing care that they need and deserve.

That's why your support is so vital.

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

We are so appreciative that your organization is considering supporting our efforts to fight homelessness here at home.

OUR EVENT

Don't miss the fall social event of the season! We're excited to welcome you to the National Arts Centre for our fifth annual **Purple Tie Gala**. Join us for an evening of delicious food and beverages, music by local soul singer Renée Landry, and a curated auction all in support of Cornerstone Housing for Women.

After our hugely successful gala last year, we are proud to once again honour the strong and resilient women who work, volunteer, support, and use the services at Cornerstone Housing for Women. **Join us at the Gala on Saturday, October 14, 2023!**

SPONSORSHIP OPPORTUNITIES

Entering its fifth year, **the Purple Tie Gala (PTG)** is Cornerstone Housing for Women's most important event of the year, and our hallmark fundraiser. The Gala's promotional campaign is varied and robust, which will help ensure 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 women's homelessness, but you will truly be helping to make a measurable change in our city.

100% of your investment goes to Cornerstone Housing for Women, a registered Canadian charity #83725-8854-RR0001. Please note that per CRA regulations, we cannot issue a tax receipt for sponsorships.

FRIEND OF CORNERSTONE - *Investment: \$1000*

- **TWO TICKETS TO THE PURPLE TIE GALA (Value: \$400)** - Each ticket includes the following (for owners, staff, or to give away in customer contests, at your discretion):
 - Entertainment (live band and some surprises!)
 - Gourmet canapés catered all night long
 - Complimentary beverages (number to be determined)
 - Live and silent auction
 - Inspirational speeches about the good work being done in your community
 - ...and so much more!

- **BRAND RECOGNITION** - Your company's logo will be featured on:
 - Official web page for PTG and Cornerstone's website
 - Event programs available to guests at the gala
 - Signage at the event (featured on at least one sponsor thank you sign)
 - Large screen at the event

Note: Other logo opportunities are possible in addition to the above guarantees.

- **GALA RECOGNITION** - At the live event on October 14, in front of an audience of our passionate supporters, our hosts will recognize and thank your organization for their generous support of Cornerstone Housing for Women.

- **SOCIAL MEDIA** - Guaranteed posts on Cornerstone's social media, promoting your company 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
 - LinkedIn: x1 Post Minimum
- **NEWS RELEASE** - Mention your participation as a sponsor in any possible future news releases to be sent out to the media, following your sign-on as a sponsor. (*timed offer*)
 - **EMAIL NEWSLETTER** - Minimum of one mention of your sponsorship to Cornerstone's popular email newsletter, which goes to our supporters, who will appreciate your organization's efforts to fight women's homelessness. (*~9,000 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

BEVERAGE SPONSOR - *Investment: \$2500 (2 available – wine, beer, cocktail-SOLD)*

- **ONE DEDICATED SIGN** at each bar thanking the beverage sponsors, including your organization, for their generosity and support.
- **In addition to the above benefits, your organization will receive ALL "FRIEND OF CORNERSTONE" BENEFITS (Page 2), with the following enhancements:**
 - **SOCIAL MEDIA AND EMAIL** - **Double** the guaranteed posts on social media for your organization, guaranteeing a minimum of **12 posts** across Facebook, our Facebook Event, Twitter, Instagram, Instagram Stories, and LinkedIn as well as **two mentions in our emails** to supporters.
 - **GALA RECOGNITION** - When recognizing you on-stage, our hosts will ensure that guests are made aware that the night's complimentary beverage (wine, beer, cocktail) was provided by your organization.

- **PARKING** - In addition to your two complimentary tickets to the gala, you will receive two complimentary parking spots at the NAC.

LOUNGE SPONSOR - *Investment: \$2500 (SOLD)*

- **ONE DEDICATED LOUNGE** at the event featuring your organization's logo in an illuminated stand-up sign and within the glass coffee table (*2 logos displayed*). Perfect for connecting with guests at the event to show your generous support for Cornerstone.
- **In addition to the above benefits, your organization will receive ALL "FRIEND OF CORNERSTONE" BENEFITS (Page 2), with the following enhancements:**
 - **SOCIAL MEDIA AND EMAIL** - **Double** the guaranteed posts on social media for your organization, guaranteeing a minimum of **12 posts** across Facebook, our Facebook Event, Twitter, Instagram, Instagram Stories, and LinkedIn as well as **two mentions in our emails** to supporters.
 - **GALA RECOGNITION** - When recognizing you on-stage, our hosts will ensure that guests are made aware that one of the night's lounges were provided by your organization.
 - **PARKING** - In addition to your two complimentary tickets to the gala, you will receive two complimentary parking spots at the NAC.

ENTERTAINMENT SPONSOR - *Investment: \$3000 (3 available)*

- Your organization will be **promoted as the presenter of one of the night's entertainment acts** (*your choice*), at the event and in our social media campaign. Entertainment is a crowd favourite and focus of the event. This promotion will help gain exposure for your brand. The entertainment options this year include our musical guest of the evening, Renée Landry, the Art Battle live painters, and a photo booth (details to be confirmed).
- At our podium, there will be **an opportunity for a representative from your organization to do a short introduction to the entertainment act** that your organization has sponsored, as well as some words about your support for Cornerstone. If you choose not to speak, our hosts will ensure the guests are made aware that the night's entertainment is presented by your organization.
- **ONE DEDICATED SIGN** near your entertainment thanking your organization exclusively for your generosity and support.

- **In addition to the above benefits, your organization will receive ALL “FRIEND OF CORNERSTONE” BENEFITS (Page 2), with the following enhancement:**
 - **TICKETS** - Four tickets to the Purple Tie Gala (Value: \$800).
 - **SOCIAL MEDIA AND EMAIL - Doubled** for your organization, guaranteeing a minimum of **12 posts** across Facebook, our Facebook Event, Twitter, Instagram, and Instagram Stories as well as **two mentions in our emails** to supporters.
 - **PARKING** - In addition to your four complimentary tickets to the gala, you will receive two complimentary parking spots at the NAC.

GOURMET FOOD SPONSOR - *Investment: \$5000 (1 Available)*

- The gourmet food at the Purple Tie Gala, curated by the National Arts Centre’s Executive Chef, Kenton Leier, is one of the biggest draws of the event. Canapés will be served all night long and there will be a food station centrally located in the venue. This sponsorship ensures that guests will know that your organization is responsible for the evening’s delicious cuisine.
- **A MINIMUM OF TWO DEDICATED SIGNS** at the event, ensuring that guests know that the night’s food was provided by your organization.
- **In addition to the above benefits, your organization will receive ALL “FRIEND OF CORNERSTONE” BENEFITS (Page 2), with the following enhancements:**
 - **TICKETS** - Six tickets to the Purple Tie Gala (Value: \$1200).
 - **PARKING** - In addition to your six complimentary tickets to the gala, you will receive four complimentary parking spots at the NAC (Value: \$48)
 - **SOCIAL MEDIA AND EMAIL - Social media doubled** for your organization, guaranteeing **12 posts** across our social media platforms and your logo will be included in **three emails** to our supporters.
 - **GALA RECOGNITION** - On stage, our hosts will ensure that guests know that the food was provided by your organization.
 - **BRAND RECOGNITION** - We will include your logo on an additional slide on our large display screen, ensuring attendees know the food was provided thanks to you.

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

- A strong display of your organization’s dedication to supporting vulnerable women in our city is to be a **Matching Donor**. This concept is one that is well understood by both the general population and our gala attendees, and is sure to help your brand shine locally. The public will be made aware that donations they make online before, during, and after the event will be matched by your organization (and other matching donors), up to the total amount these organizations sponsor together.
- Your organization, alongside other matching donors, will be featured on at least **two dedicated signs** at the event. These signs will thank you for your generosity and encourage attendees to donate to have their gift matched by you.
- **In addition to the above benefits, your organization will receive ALL “FRIEND OF CORNERSTONE” BENEFITS (Page 2), with the following enhancements:**
 - **TICKETS** - Six tickets to the Purple Tie Gala (Value: \$1200).
 - **PARKING** - In addition to your six complimentary tickets to the gala, you will receive four complimentary parking spots at the NAC (Value: \$48)
 - **SOCIAL MEDIA AND EMAIL** - **Tripled** for your organization, guaranteeing **18 posts** across our social media platforms and **three emails** to our supporters. As part of this, we will promote your Matching Donor sponsorship individually and alongside other matching donors.
 - **GALA RECOGNITION** - On stage, our hosts will ensure that guests know of your organization’s generosity as a Matching Donor.
 - **BRAND RECOGNITION** - We will include your logo on an additional slide (alongside other matching donors) on our large display screen promoting the Matching Donor campaign, encouraging attendees to donate.

PRESENTING SPONSOR - *Investment: \$12,500 (SOLD)*

The strongest commitment to our organization and the women we serve, comes with the following:

- PTG will be **referenced as “Presented By” your organization** throughout our campaign, ensuring the public understands your prominent importance in making the Gala 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 \$12,500. This promotion will

undoubtedly endear your organization to our passionate donors and new supporters we aim to capture during this major campaign.

- Opportunity for a representative from your organization to give **brief remarks on-stage** at PTG. This message could be about how your organization supports Cornerstone's efforts to fight women's homelessness in Ottawa, your services, or any special announcements you'd like to make.
- **TICKETS - Eight tickets** to the Purple Tie Gala (Value: \$1600).

NEW THIS YEAR

- **PARKING:** In addition to your eight complimentary tickets to the gala, you will receive six complimentary parking spots at the NAC (Value: \$72)
- **VIP TABLE:** near the stage that seats eight guests, reserved for your party exclusively
- **BRAND RECOGNITION** - Your company's logo will be featured on:
 - Official web page for PTG and on Cornerstone's website
 - Event programs available to guests at the gala
 - All non-exclusive signage will feature your logo at the Gala Signage at the event (featured on at least one sponsor thanks sign)
 - Multiple times on large screen at the event

Note: Other logo opportunities are possible in addition to the above guarantees.

- **SOCIAL MEDIA** - Guaranteed posts to Cornerstone's social media, promoting your company and thanking you for your participation as a sponsor:
 - Facebook Page: x3 Post Minimum
 - Facebook Event: x3 Post Minimum
 - Instagram: x3 Post Minimum
 - Instagram Story: x3 Post Minimum
 - Twitter: x3 Post Minimum
 - LinkedIn: x3 Post Minimum
- **EMAIL** - Guaranteed four emails to our loyal and passionate supporters, one exclusively thanking and promoting your company for your participation as a sponsor

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.

Please contact Amber Bramer to discuss this option using the information provided below!

OUR THANKS

Cornerstone Housing for Women cannot continue our important work serving Ottawa's most vulnerable women and gender-diverse people without support from caring organizations like yours.

That said, sponsorship of the Purple Tie Gala comes with tangible benefits for your organization, including reaching our supporters and creating a positive connection to them through your support of a charity they so deeply care for.

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

To get started, please contact:

Amber Bramer

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Cornerstone Housing for Women

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