



2024

Purple Tie Gala

Sponsorship Package



Consider Sponsoring

Purple Tie Gala 2024 Sponsorship Package

Dear Supporter,

We're thrilled to announce the sixth edition of our Purple Tie Gala, Cornerstone Housing for Women's most important annual fundraiser, taking place this year on October 5th at the NAC. This prestigious event promises an unforgettable night of live entertainment, captivating live and silent auctions, delectable food and drinks, and invaluable networking opportunities.

Your sponsorship at the Purple Tie Gala offers a range of impactful opportunities to support homeless women and make a measurable difference in our community. From exclusive event branding and prominent logo placement, to speaking opportunities, there are numerous ways for local businesses like yours to showcase your commitment to our cause.

By partnering with us, you'll not only demonstrate your dedication to addressing homelessness among women in Ottawa but also gain significant brand exposure and recognition among our attendees and supporters. Plus, your investment will directly contribute to providing essential services and support to vulnerable women in need.

Join us in creating positive change and building a brighter future for homeless women in our community. **Together, we can make a meaningful impact and ensure that every woman has a safe and secure place to call home.**

Thank you for considering our sponsorship opportunities. We eagerly anticipate the possibility of working together to make this year's Purple Tie Gala a resounding success once again.

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.

Cornerstone Housing for Women was Ottawa's first women's only shelter. Beginning with only a few cots in the basement of a church in 1983, Cornerstone has grown significantly in the last 40 years in order to meet the growing demand for support and services geared toward women and gender-diverse individuals experiencing homelessness in Ottawa.

At Cornerstone, we believe that women deserve the chance to heal in peace, and to live with dignity. With your help, we're making Ottawa a better, safer place.



5 Resident
Communities +
An Emergency
Shelter



600+ Women
Supported
Annually



107,000+ Meals
Provided
Annually

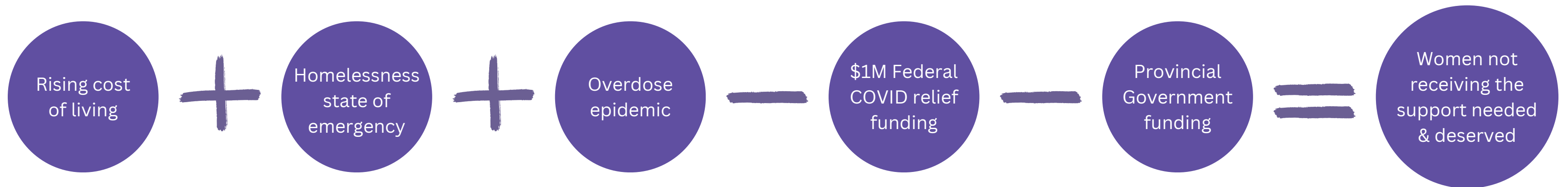
Our Herstory

Purple Tie Gala 2024 Sponsorship Package

> **\$7 MILLION** Annual Operating Costs

An Unfavourable Equation

The **number of individuals experiencing homelessness in Ottawa is on the rise**, and so are the costs to support them. Yet, funding from Provincial and Federal Governments is at a standstill.





Your Help is Vital

More than 1,200 women
experience homelessness in our
city each year.

Cornerstone is part of the
solution. **But we can't do it alone.**



Become a Sponsor

Purple Tie Gala 2024 Sponsorship Package

Purple Tie Gala 2024



When

Oct. 5th, 2024
From 5pm
until 10pm



Where

The National
Arts Centre in
Ottawa



Who

350+ guests
from the local
and business
community



Why

To **raise critically
needed funds** to
support women
experiencing
homelessness
in Ottawa

What to Expect

Purple Tie Gala 2024 Sponsorship Package



“Purple” Tie Event



3-Course Sit-Down Culinary Experience



Live Entertainment



Photo Booth



Live & Silent Auctions



Door Prizes



Best Dressed Prizes



*Buy-a-Brick Fundraising activity



Networking with 350 supporters & members of the community

**Buy-a-Brick encourages guests to donate to receive a paper “brick”. Over the course of the evening, event attendees slowly build a home. This serves as a reminder of the critical work Cornerstone does to build homes for homeless women in Ottawa.*

Sponsorship Benefits



Public
Engagement



Brand
Visibility



Media
Coverage



Contribution
to Ending
Homelessness
in our City

PRESENTING SPONSORSHIP *x 1 Opportunity*

Donation Value

\$15,000

Tickets & Parking

- Complimentary VIP tickets x 8 (1 front & centre **branded table***) **Value: \$2,250**
- Complimentary Parking x 8
- Access to express registration x 8

Digital Marketing

- Exclusive feature in our annual promotional video
- Feature in our “Stories of Hope” webpage for 12 months
- Your logo on event page
- Your logo on registration/ticket page
- Your company logo and a mention in our supporter newsletters in July, August, September, & October

Media Coverage

- 1 exclusive full-page ad in Ottawa Business Journal Fall Issue (Sept 23rd on pg. 2) **Value: \$3,250**
- 1 email ad in Ottawa Business Journal sent in September **Value: \$1,950**
- 1 email box ad in Ottawa Business Journal sent in September **Value: \$750**

On-Site Signage

- Your logo prominently displayed on main stage
- Your logo on welcome signage
- Your name/company name in program and on evening menus
- Your logo on two screens next to main stage

Public Engagement

- “Purple Tie Gala, Presented By **Your Company**” used in all official communications
- Two-minute speaking opportunity during welcome remarks
- Your organization mentioned throughout evening remarks

Social Media

Pre-event (August to October 5)

Posts on social media platforms x 4
Stories on Facebook & Instagram x 4

Post-event (October 5 to October 30)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

Sponsorship Opportunities

Purple Tie Gala 2024
Sponsorship Package

SUPPORTING SPONSORSHIP *x 1 Opportunity*

Donation Value

\$10,000

Tickets & Parking

- Complimentary VIP tickets x 8 (1 front & centre **branded table***) **Value: \$2,250**
- Complimentary Parking x 8
- Access to express registration x 8

Digital Marketing

- Your logo on event page
- Your logo on registration/ticket page
- Your company logo and mention in our Newsletters in July, August, September, & October

Media Coverage

- 1 exclusive half-page ad in Kitchissippi Times September Issue **Value: \$730**
- 1 email ad in Ottawa Business Journal sent in September **Value: \$1,950**

On-Site Signage

- Your logo on welcome signage
- Your logo at the silent auction table
- Your name/company name in program and on evening menus
- Your logo on two screens next to main stage

Public Engagement

- Your organization mentioned as the live auction sponsor at beginning of auction
- Your organization mentioned throughout evening remarks

Social Media

Pre-event (August to October 5)

Posts on social media platforms x 3
Stories on Facebook & Instagram x 3

Post-event (October 5 to 30)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

Sponsorship Opportunities

Purple Tie Gala 2024
Sponsorship Package

BUY-A-BRICK SPONSORSHIP *x Multiple Opportunities*

Donation Value

\$6,000

It takes a whole community of support to build a home. It takes time, funds, and most importantly, bricks! As a Buy-A-Brick sponsor, you will be matching donations as people buy cardboard “bricks” to build a house throughout the evening. All brick donations are tax receiptable.

Tickets & Parking

- Complimentary VIP tickets x 4 (half a table)
Value: \$1,040
- Complimentary Parking x 4
- Access to express registration x 4

Digital Marketing

- Your logo on event page
- Your logo on buy-a-brick page
- Your company logo and mention in our Newsletters in August, September, & October

Media Coverage

- 1 email ad in Ottawa Business Journal sent in September Value: \$1,950

Public Engagement

Your organization mentioned throughout evening remarks

Social Media

Pre-event (August to October 5)

Posts on social media platforms x 2
Stories on Facebook & Instagram x 2

Post-event (October 5 to October 30)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

On-Site Signage

- Your logo on welcome signage
- Your logo on a sign beside the buy-a-brick house and on non-sponsor cardboard “bricks”
- Your name/company name in program and on evening menus
- Your logo on two screens next to main stage

Sponsorship Opportunities

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The Buy-A-Brick House is a wooden house where guests can purchase and place bricks throughout the evening to ‘build a home’.

LOUNGE SPONSORSHIP *x 2 Opportunities*

Donation Value

\$3,500

Tickets & Parking

- Complimentary VIP tickets x 2 **Value: \$520**
- Complimentary Parking x 2
- Access to express registration x 2

Digital Marketing

- Your logo on event page
- Your logo on registration/ticket page
- Your company logo and mention in our Newsletters in August, September, & October

Social Media

Pre-event (August to October 5)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

Post-event (October 5 to October 30)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

Public Engagement

- Your organization mentioned at the beginning of evening remarks

On-Site Signage

- Your logo on welcome signage
- A branded lounge that seats 10+ people, with your logo and company name throughout
- Dedicated sign next to the lounge with your company name/logo
- Your name/company name in program
- Your logo on two screens next to main stage

**Sponsorship
Opportunities**

Purple Tie Gala 2024
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BEVERAGE SPONSORSHIP *x 3 Opportunities*

Donation Value

\$2,500

There are opportunities to sponsor Beer, Wine, or Cocktails for the event. Each non-VIP ticket provides guests with 1 complimentary drink ticket.

Tickets & Parking

- Complimentary VIP tickets x 2 **Value: \$520**
- Complimentary Parking x 2
- Access to express registration x 2

Public Engagement

- Your organization mentioned at the beginning of evening remarks

Digital Marketing

- Your logo on event page
- Your company logo and mention in our Newsletters in August, September, & October

Social Media

Pre-event (August to October 5)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

Post-event (October 5 to October 30)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

On-Site Signage

- Your logo on welcome signage
- Your logo on dedicated signage at the bar
- Your name/company name in program
- Your logo on two screens next to main stage

Sponsorship Opportunities

BUY A TABLE SPONSORSHIP *x Multiple Opportunities*

Donation Value

\$2,250

Tickets & Parking

- Complimentary VIP tickets x 8 (1 front & centre **branded table***) **Value: \$2,250**
- Complimentary Parking x 8

Digital Marketing

- Your logo on event page

On-Site Signage

- Your name/company name in program
- Your logo on your table
- Your logo on two screens next to main stage

Branded Table*

With your purchase of a branded table, your name and logo will be featured in the centre piece on your table. Additionally, you will receive a brick to place on the 'Buy-A-Brick' house, branded with your company name and logo.

Sponsorship Opportunities

Purple Tie Gala 2024
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COMMUNITY SPONSORSHIP *x Multiple Opportunities*

Donation Value

\$1,500

Tickets & Parking

- Complimentary VIP tickets x 2 **Value: \$520**
- Complimentary Parking x 2
- Access to express registration x 2

Digital Marketing

- Your logo on event page
- Your company logo and mention in our Newsletters in August, September, & October

On-Site Signage

- Your logo on welcome signage
- Your name/company name in program
- Your logo on two screens next to main stage

Public Engagement

- Your organization mentioned at the beginning of evening remarks

Social Media

Pre-event (August to October 5)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

Post-event (October 5 to October 30)

Posts on social media platforms x 1
Stories on Facebook & Instagram x 1

**Sponsorship
Opportunities**

Purple Tie Gala 2024
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FRIEND OF CORNERSTONE

Donation Value

Any amount

Any donation that you generously make to support Cornerstone is greatly appreciated. All donations are tax receiptable. Due to CRA rules, we cannot advertise your donation beyond the event.

On-Site Signage

- Your name/company name in program
- Your logo on two screens at the main stage

100% of your donation supports women experiencing homelessness in Ottawa.

Sponsorship Opportunities

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Our community of supporter includes **over 10,000 engaged individuals**. By becoming a sponsor, your name will be prominently featured across these channels, amplifying awareness of your services and the vital role you play in supporting homeless women within our community. Your partnership will not only enhance visibility but also contribute significantly to our shared mission of aiding those in need.

Newsletter
Subscribers

10,816

LinkedIn
Subscribers

1,504

X (Twitter)
Subscribers

2,330

Facebook
Subscribers

3,710

Instagram
Subscribers

3,403

Our Network

Purple Tie Gala 2024 Sponsorship Package

Contact Us

Purple Tie Gala 2024 Sponsorship Package

Should you have questions, or want to discuss other ways of supporting this event or Cornerstone Housing for Women, please do not hesitate to contact:

Chris O’Gorman

Fundraising Manager

613-254-6584 Ext.528 (office)

613-986-6457 (cell)

chris.ogorman@cornerstonewomen.ca

We thank you for your consideration.

www.cornerstonewomen.ca