



2025

Purple Tie Gala

October 4th. 5:30pm - 10pm

Sponsorship Package



Consider Sponsoring

Purple Tie Gala 2025 Sponsorship Package

We're thrilled to announce the **seventh edition** of our **Purple Tie Gala**, Cornerstone Housing for Women's most important annual fundraiser, taking place this year on **October 4th at the Delta Hotel Ballroom**. 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 of the Purple Tie Gala offers a range of impactful opportunities to support women experiencing homelessness and make a measurable difference in our community. From exclusive event branding and prominent logo placement, to speaking opportunities, there are numerous ways for businesses like yours to showcase your commitment to our cause.

By partnering with us, you'll not only demonstrate your dedication to addressing women's homelessness 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.

We look forward to partnering with you!

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 is Ottawa's first and largest women's only shelter. Beginning with only a few cots in the basement of a church in 1983, Cornerstone has grown significantly over 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.



4 Resident
Communities +
An Emergency
Shelter



600+ Women
Supported
Annually



197,000+ Meals
Provided
Annually

Our Herstory

Purple Tie Gala 2025 Sponsorship Package

> **\$10 MILLION** Annual Operating Costs



Your Help is Vital

More than 1,300 women
experienced homelessness in our
city each year.

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

Purple Tie Gala 2025



When

Saturday,
Oct. 4th, 2025
From 5:30 pm
until 10pm



Where

Delta Hotel
Ballroom
(101 Lyon St. N)



Who

400+ 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 2025 Sponsorship Package



“Purple”
Tie Event



3-Course Sit-
Down Culinary
Experience



Live
Entertainment



Networking
with 400 supporters
& members of the
community



Live & Silent
Auctions



Photo
Booth



Best
Dressed
Prizes



*Buy-a-Brick
Fundraising activity



Door
Prizes

**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

\$12,500

Tickets & Parking

- Complimentary VIP tickets x 10 (1 front & centre **branded table***) **Value: \$2,700**
- Complimentary Parking x 10
- Access to express registration x 10

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 4)

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

Post-event (October 4 to 31)

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

Sponsorship Opportunities

Purple Tie Gala 2025 Sponsorship Package

SUPPORTING SPONSORSHIP *x 1 Opportunity*

Donation Value

\$8,000

Tickets & Parking

- Complimentary VIP tickets x 10 (1 front & centre **branded table***) **Value: \$2,700**
- Complimentary Parking x 10
- Access to express registration x 10

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 4)

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

Post-event (October 4 to 31)

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

Sponsorship Opportunities

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 5 (half a table)
Value: \$1,350
- Complimentary Parking x 5
- Access to express registration x 5

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 4)

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

Post-event (October 4 to October 31)

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



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

Sponsorship Opportunities

Purple Tie Gala 2025 Sponsorship Package

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 4)

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

Post-event (October 4 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**

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 4)

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

Post-event (October 4 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

\$2,700

Tickets & Parking

- Complimentary VIP tickets x 10 (1 front & centre **branded table***) **Value: \$2,700**
- Complimentary Parking x 10

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

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 4)

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

Post-event (October 4 to October 31)

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

Sponsorship Opportunities

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

Our community of support 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

9,739

LinkedIn
Subscribers

1,943

Facebook
Subscribers

3,800

Instagram
Subscribers

3,640

Our Network

Purple Tie Gala 2025 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

Acting Director of Development and Communications

613-254-6584 Ext.528 (Office)

613-986-6457 (Cell)

chris.ogorman@cornerstonewomen.ca

We thank you for your consideration.

www.cornerstonewomen.ca

Contact Us

Purple Tie Gala 2025 Sponsorship Package