

OWN. *future*

EVENT

SPONSORSHIP

PACKAGE



Arthur J.E. Child Comprehensive Cancer Centre.



Advisory Committee

OWN.CANCER

In the fall of 2021, the ambitious OWN.CANCER campaign was launched as a partnership between the University of Calgary, Alberta Cancer Foundation and Alberta Health Services to raise \$250M in support of the care and research vision of the new Arthur J.E. Child Comprehensive Cancer Centre.

With the construction now complete, our city is now home to one of North America's largest and most comprehensive cancer care centres. At 1.3 million square feet, it will bring together world-leading cancer care, research, education, and support services in ways never possible before under one roof. And bricks and mortar are only the beginning – we are rallying Calgarians to come together to OWN.CANCER by ensuring we have the space, technology, and people to bring about transformative changes to the way we detect, prevent and treat cancer.

The Arthur Child – BY THE NUMBERS

- 7x the size of the Tom Baker Cancer Centre
- Capacity will nearly double for in-patient beds, outpatient systemic treatment spaces and patient exam rooms
- Treatment options for radiation therapy will increase to 12 from 9, including two MR-Linac machines, a highly specialized treatment technology. Calgary will be the only centre in Canada with more than one
- More than 100,000 square feet of dedicated research space with five wet labs, as well as additional space within for dry labs
- Anticipated opening is 2024

OWN.future

Be a part of this once-in-lifetime opportunity through OWN.future. This unique event will bring together a young, diverse group of Calgarians to fundraise and showcase the *future* generation of emerging leaders and talent that will shape the world-leading Arthur J.E. Child Comprehensive Cancer Centre. We are looking to partner with innovative people and companies that share in our vision of Calgary being a hub for cancer care and research, and who also believe in giving back to the community.

OWN.future will kick-off with a **24-page insert in Avenue Calgary magazine** in the September issue that will highlight some of cancer's next trailblazers.

This will culminate in an event on September 28th at Sub Rosa. Not your typical gala-style fundraiser – it will be a lively, interactive 'cocktails for a cause' evening with Calgary's next generation stepping up to OWN.CANCER. We will work with you to recognize your generosity meaningfully, and most importantly, you will also be among these innovators making a difference in cancer care and research.

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Event Details



Thursday, Sept. 28, 2023



7:00 p.m. - Midnight



Sub Rosa, 200 8 Ave SW



Advisory Committee

Brett Colvin
Jade Davis
Kate Fischer
April Hicke
Arif Hirani

Eda Libin
Erika Maravei
Eva Munroe Barnes
Ibrahim Mohamed
Andrea Ostergard

Hosted by: Jil Macdonald and Katie Smith-Parent
OWN.CANCER Campaign Cabinet Members

Sponsorship Opportunities

Presenting Sponsor

1 X \$20,000 **SOLD**

- ✓ Name recognition at event
- ✓ Name on pre- and post-event print and digital material
- ✓ Name on event ad in Avenue Calgary magazine insert (if sponsorship confirmed by July 5 print deadline)
- ✓ Name on onsite signage
- ✓ Dedicated recognition on OWN.CANCER website and social media platforms
- ✓ Name displayed on event screens
- ✓ Name on printed step and repeat/photo background or photo booth
- ✓ Verbal recognition at the event
- ✓ Exclusive opportunity to give remarks at the event
- ✓ Ten pieces of OWN.CANCER merchandise
- ✓ Ten tickets in roped off VIP couch section at the event
- ✓ Dedicated time with two profiled cancer trailblazers in VIP couch section
- ✓ Opportunity to discuss additional ideas for brand awareness that may fall outside of this package

Innovator

2 X \$10,000 1 LEFT

- ✓ Name on event ad in Avenue Calgary magazine insert (if sponsorship confirmed by July 5 print deadline)
- ✓ Name on onsite signage
- ✓ Recognition with other event sponsors on OWN.CANCER website and social media platforms
- ✓ Name displayed on event screens
- ✓ Name on printed step and repeat/photo background or photo booth
- ✓ Verbal recognition at the event
- ✓ Five pieces of OWN.CANCER merchandise
- ✓ Five tickets in roped off VIP couch section at the event
- ✓ Dedicated time with one profiled cancer trailblazers in VIP couch section
- ✓ Opportunity to discuss additional ideas for brand awareness that may fall outside of this package

Accelerator

7 X \$5,000 4 LEFT

- ✓ Name listed on event ad in Avenue Calgary magazine insert (if sponsorship confirmed by July 5 print deadline)
- ✓ Name on onsite signage
- ✓ Recognition with other event sponsors on OWN.CANCER website and social media platforms
- ✓ Name displayed on event screens
- ✓ Five tickets in roped off VIP couch section at the event
- ✓ Dedicated time with one profiled cancer trailblazers in VIP couch section

Additional Opportunities

Don't see a sponsorship package that fits your company's community investment vision or budget? Please chat with us to learn about other opportunities to help support this event. This could include:

- Providing a photography experience for the event
- Funding a matching donation challenge
- Supporting community access to our event with tickets for cancer patients

Let's talk!

THE FUTURE OF CANCER CARE STARTS HERE.

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To learn more, please contact:

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Erika Maravei

Alberta Cancer Foundation

Direct: 368.997.3791

Erika.Maravei@albertacancer.ca





Additional Sponsorship Opportunities

(Required minimum commitment of \$3,000 or more)

We would be happy to explore meaningful recognition for your generous support!

Fundraising Accelerator

- ✓ Help us reach our fundraising goal by supporting a matching donation challenge

Community Champion

- ✓ Sponsor tickets for members of the cancer community to attend, such as patients and families, care staff

Taste Buds Trailblazer

- ✓ Sponsor the food portion of the event, which is provided by selections from the delicious Sub Rosa menu

Cocktails for a Cause Partner

- ✓ Sponsor a signature cocktail for the evening with proceeds going towards the event's fundraising goal

Entertainment Creator

- ✓ Sponsor the entertainment for this lively, interactive evening

A Night to Remember Creator

- ✓ Sponsor this 'not your typical gala-style fundraiser' by helping us create a blue carpet entrance, unique decor and a fun photography experience

To learn more, please contact:

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